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UNCLE SAM AT YOUR SERVICE. Monday, October 7, 1929

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes

ANNOUNCEMENT: If you have been listening to the Veteran Inspector's radio talks up to now, you will have noticed that he has a long memory and a good head for facts and figures. He's going to give you more personal experiences, facts, and figures today--- mainly on the canned egg industry. Last week, he took you to the docks and told you about food import control work. The week before that, he talked about tomatoes. The Veteran Inspector is the representative of the United States Department of Agriculture at Station_____. You can hear him talk about pure food and drugs--- and what they mean to us--- each Monday by tuning in on the UNCLE SAM AT YOUR SERVICE radio program at this hour. Now, Ladies and gentlemen, the Veteran Inspector.

---ooOoo---

I read something interesting in the papers the other day that took me back to the days when I was an inspector in Chicago. As the story ran, a young lady had just won a prize in a beauty contest. Now, as is the case in this country when anybody wins success in anything from painting a masterpiece to winning first place in a rocking chair marathon, the papers wanted to know how she did it. So they sent a reporter to talk to her and the young lady said that she owed part of her beauty to eating eggs. "I have been a lover of eggs ever since I was young--- YOUNGER," she said, "and I think that eating eggs helped me to win this nice contest."

That was a nice boost for the poultry industry, wasn't it? The poultry industry, you know, is the sixth most important AGRICULTURAL industry in this country, producing 1-1/4 billion dollars' worth of food products every year. And eggs, fresh and canned, are certainly eaten in greater quantity in the United States today than ever before--- although we are still behind certain European countries in the PER CAPITA consumption of eggs.

Now I had been eating eggs for a long time before I knew what a chemist told me some time ago about the chemical composition of an egg. He told me that the SHELL makes up about 11 per cent of the weight of an egg--- the YOLK 32 per cent--- and the WHITE the remaining 57 per cent. The white contains water, protein, and mineral matter. The yolk contains water, fat, and protein--- valuable foods. In composition, eggs are very similar to other animal foods such as meat, cheese, and milk. As you know, eggs combine splendidly with other foods.

Eggs are a first-rate food. That is true so long as the eggs are produced under clean conditions, so long as they are fresh and clean when bought, so long as they're kept well in storage. Unfortunately, however, it is possible to put on the market cold storage eggs, frozen eggs, canned eggs, etc., which aren't quite so good. All of you are doubtless familiar with fresh eggs and cold storage eggs--- but the canned, or frozen egg and the industry that produces them, may be somewhat new to you. We import quantities of frozen eggs from China, but we are producing considerable quantities of them ourselves in this country. Chicago is a center of the frozen egg industry in the United States and for this reason, a little story may come in handy at this point.

Now, before I tell this story, I'd like to say that most of the men engaged in the frozen egg industry in this country at the present time are honestly giving the public a good grade of frozen eggs. Ten years or more ago, however, it was different. At that time, some of the manufacturers were breaking out their REJECTS, such as ROTS, SPOTS, and BLOOD RINGS--- mixing them with other material--- placing them in cans--- and freezing the whole product solid. The frozen product was then sold, mainly to bakers, as frozen eggs. Bakers still buy up most of the frozen eggs produced. You see, they're not buying shells and they also find it easier to make up their baking formulae when they can buy, and USE, their eggs by the pound. Well, as my Chicago inspector friend tells it, the Government instituted a case against one of the largest of these frozen-egg manufacturers who was found to be breaking bad eggs such as are known in the trade as rots and spots. The Government inspector discovered this deplorable fact by submitting the frozen eggs to chemical and bacteriological examinattion. As I say, they took the case to court and the manufacturer testified that his frozen eggs were broken out from perfectly sound eggs. In order to prove his claim, he used some of his product in cakes which he had baked and brought into court. They tried the cake out on the jury and found it looked perfectly all right and that it had the odor of normal cake. The Government, however, was so sure that the man was operating in violation of the Pure Food Law that it turned some of the cake over to Government chemists who heated it in an oven in the court room and then passed it along to the jury. It was a simple test. Rotten eggs in cake, when cold, have no odor. But when they're heated, they smell just as bad as if they were not in cake. The Government won its case.

Now, how did the inspectors find out that this manufacturer was using bad eggs in his product? Well, if you could go with them into the plants, you would find out. You'd find 2 men: A Government inspector and a State inspector--- all bundled up in warm clothes and equipped with augers and other tools, going into the storage rooms of the plant or the warehouse. In order to freeze the broken eggs in the large cans, the temperature must be below zero--- say, 10 degrees. Inspectors working in such low temperatures all day, have to be dressed for the job.

Well, our inspectors are in the storage room. They take a can--- remove the top--- and, with a long-bitted drill, bore into the center of the eggs which are frozen solid in the can. As they bore, the friction warms the eggs and if there are any bad eggs used in that can, the odor will give

them away. Now remember--- a can of frozen eggs is worth from $5 to $7. Two or 3 bad eggs will make a whole can worthless. And if there are bad cans in the stock, the inspectors will condemn the entire supply. Manufacturers have learned that by experience and they now know that it's costly business to break out rejects and freeze them up in cans and hold them for sale. When they get a shipment of eggs now, they break dozens of them separately in dishes --- smell the eggs--- and reject them if they find any bad ones. As a consequence, we are getting a very high-quality grade of frozen and canned eggs on the American market today.

Of course, the eggs are CANDLED first. Go with our inspectors into the candling rooms. You'll find a fairly large, dark room with small booths along the sides. In each of these booths, there are candling boxes where men stand, putting eggs against the opening next to an electric light. This makes it possible to see inside the egg and note if any germs have begun to develop. Any bad eggs, any suspicious eggs, are thrown out.

I have tried to show that it's POSSIBLE to put bad eggs and bad egg products on the market. Let us say that some producer DOES just that. Immediately the Government and the State pure food men step into the picture. It is illegal, you know, under the Federal Food and Drugs Act to ship bad eggs from one State to another. State inspectors have it in their power to condemn and seize stocks of spoiled eggs when placed on a market within that particular State. Government inspectors, on the other hand, are charged with the duty of seeing that IMPORTED eggs and eggs produced in the United States and shipped from one State to another reach the market and the ultimate consumer in a wholesome, unadulterated state. In order to find out the real condition of the eggs, they are candled, examined chemically and bacteriologically in Federal laboratories. In this way, the American public is now practically assured of an egg supply which is desirable in every way. Putting it simply, the pure food men want to assure the buyer exactly what he pays for and something that won't be injurious to his health.

Every kind of food you buy could tell a similar story. They all come under the protective influence of the Federal Food and Drugs Act which is enforced in such a way as to furnish a substantial guarantee that the foods we buy are pure and wholesome, truthfully labeled, unadulterated. Egg producers and dealers--- as well as producers and dealers of other kinds of food--- are today 99 per cent honest. But it's the OCCASIONAL dishonest or fraudulent producer or dealer which we inspectors are concerned with.

Perhaps you would like some printed matter that would tell you, briefly, just what the Department of Agriculture's Food, Drug, and Insecticide Administration does. Send for Miscellaneous Publication No. 48-M.

And if you want more pointers on egg recipes, on cooking eggs correctly, you might send for a copy of Leaflet No. 39-L, called EGGS AT ANY MEAL. This is a Department of Agriculture publication.

Next Monday, and in later talks, I'll go on with the story, taking up specific food and drugs.

---ooOoo---

ANNOUNCEMENT: You have just heard the Veteran Inspector tell about eggs. Next Monday, he'll talk about the Import Milk Act. The Inspector is the Department of Agriculture's representative at Station _____ and his talks are broadcast by this Station each Monday. If you want copies of Miscellaneous Publication No. 48-M, describing the work of the pure food men, and of Leaflet No. 39-L, called EGGS AT ANY MEAL, write the Inspector at Station _____ or send direct to the U. S. Department of Agriculture, Washington, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE

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UNCLE SAM AT YOUR SERVICE.

Monday, October 14, 1929

NOT FOR PUBLICATION

SPEAKING TIME: 10-1/2 minutes

ANNOUNCEMENT: Contented American cows do not produce all the milk and cream used in this country. They produce most of it--but not all. A lot of that imported comes from Canada. And most of that follows a certain route. That's just what the Veteran Inspector--the Federal Food, Drug, and Insecticide Administration's representative at Station____is going to tell you about today. All the milk crossing the United States borders is inspected. The Inspector will now tell you why, and how, the inspections are made.....

---ooOoo---

Away up in the green hills of Northern New York State--just over the Canadian border and just across the Vermont border--is a little city that lies on one of the great milk routes of the world. That little city is Rouses Point, New York, and within 100 miles east and west of it, across the Canadian border, comes every year 90 per cent of the milk the United States imports from Canada. Just to give you an idea of how important this great milk route is, let me say that this country imported more than 213 million pounds of milk and cream from Canada in the year ending March 31, 1929.

Most of this milk goes to the big cities in the northeastern part of the United States. There's enough of it to supply half a million people for a year inasmuch as the per capita consumption of milk in this country is about 55 gallons a year.

There are only about 2 thousand people in Rouses Point, but the city has an importance far out of proportion to its population. Three years ago, Rouses Point was still an important dairy center--still a lively point on this international milk route of ours--but, about January 1, 1928, the Department of Agriculture established a bacteriological laboratory for inspection work at Rouses Point and today, it's the most important IMPORT MILK STATION in the United States. Today, the United States Government keeps a force of 14 people at this Station. Ten of these are professionally trained scientists and inspectors.

What are they there for? Well, that involves quite a story.

To begin with, most of the milk IMPORTED into this country comes from Canada and most of our Canadian supply comes from the Province of Quebec and the western end of the Province of Ontario. From 1919 until 1927, there was a steady and uniform growth of milk shipments from our northern neighbor until 1927 when we received more than 430 million pounds. If the trend had continued steadily until the year ending March 31, 1929, Canada would have shipped 700 million

pounds of milk and cream to the United States.

However, in 1927, Congress passed the Lenroot-Taber Bill—otherwise known as the Federal Import Milk Act. The Bill was approved by the President on February 15, 1927, and became effective 90 days later.

The purpose of this legislation, as stated by the Bill itself, is "To regulate the importation of milk and cream into the United States for the purpose of protecting the dairy industry of the United States and protecting the public health."

A logical question at this point is this: Is the Import Milk Act working?

In answer, let's take Canada for an example. Since the Act was passed, there has been a great improvement in the quality of the milk imported from that country into the United States. Furthermore, there has also been tremendous improvement in the equipment of Canadian dairymen. The greatest milk-house building campaign in the history of any nation has occurred in Canada in the last 2 years. Milk users in the United States have good friends among the high officials of the Canadian Department of Agriculture, who saw from the first the ultimate advantages to the milk industry of Canada in the enforcement of the Import Milk Act of the United States. Under this fine leadership, the Canadian milk-producing industry has made great efforts to comply with our Milk Act.

From this you will gather that dairymen in the Dominion are just about as eager to see the Import Milk Act enforced as are the Americans themselves. They know they have nothing to lose under a system which permits only clean, tested milk to come over the borders into the United States.

Going on with the story. I told you that the Lenroot-Taber Bill was passed by the Sixty-Ninth Congress early in 1927. This Act specifies, in brief, that milk or cream is unfit for importation into this country unless all cows producing such milk and cream are healthy. It requires a physical examination of all these cows each year and makes illegal the shipment into the United States of any milk or cream from cows that have not been tested and found healthy within one year of the time the milk is up for importation. There are no exceptions to THIS requirement. The Secretary of Agriculture is given the power to make the necessary inspections involved in this requirement or, at his discretion, to accept a duly certified statement signed by an accredited official of an authorized department of any foreign country, or of any State or municipality of the United States, that such inspections have been made and that such cows have been found healthy.

The Act specifies that raw milk or cream cannot be imported into the United States unless it's produced from TUBERCULIN-TESTED cows and that such tests must be made at least once a year.

The Bill requires that all dairy farms and plants in which milk is produced or handled, and which is intended for export into the United States, must be so equipped and so kept in a sanitary way that each will score at least 50 out of a possible 100 points according to the scoring methods provided by the Bureau of Dairy Industry of the U. S. Department of Agriculture.

The law prohibits the importation of raw milk into the United States if the bacteria count of that milk exceeds 300 thousand per cubic centimeter. It prohibits the importation of raw cream if the bacteria count is greater than 700 thousand per cubic centimeter.

Pasteurized milk cannot be imported, under the law, if its bacteria count is greater than 100 thousand per cubic centimeter. The requirement for Pasteurized cream is not to exceed 500 thousand per cubic centimeter.

Finally, the law specified that the temperature of milk and cream must be 50 degrees Fahrenheit, or less, at the time of importation. Milk going to a condensery or a creamery in the United States not more than 20 miles from the point of production to be Pasteurized or condensed, is exempted from this regulation.

Permits to ship milk are granted by the Secretary of Agriculture. He is given the power, under the Import Milk Act, to suspend or revoke any permit when its holder has been found to have failed to comply with, or to have violated any of the provisions of the Act. Moreover, the Act makes it illegal for persons in the United States to receive milk or cream not in accordance with the provisions of the Act. Persons who do so are liable to certain penalties which may run to a fine of $2,000, a year's imprisonment, or both.

There--in a few words--is the law. As you will see, it is designed to protect the milk buyer as well as the milk producer. A good share of the provisions of this law are enforced by officials of the Food, Drug, and Insecticide Administration of the Department of Agriculture. And, as I have said, the work of enforcing the Import Milk Act is centered at that little town called Rouses Point up there in the northeastern corner of New York State. Rouses Point is right in the heart of the great milk route between the Dominion of Canada and the United States.

Under an agreement with Canada, the United States keeps a corps of veterinarians and inspectors traveling constantly through the milk-producing areas of Canada, checking up on conditions on the farms of applicants for permits to ship milk into this country. As a matter of fact, the Canadian Government insists on such inspections. And then there are the bacteriologists and inspectors at Rouses Point. It is their job to test the milk or cream as it comes over the border, to make sure that it meets the standards for bacterial count set by the Act and that its temperature has been properly controlled.

Since the Act was passed, pure food officials tell me, hundreds of permits have been suspended. Among the violations on which permit suspensions have been based are: excessive bacteria count, excessive temperatures, receiving milk from unapproved sources, falsification of records, improper Pasteurization, low dairy and dairy plant scores, and so on. On the other hand, there are now nearly 1000 permits to ship milk and cream into the United States in effect. Since the Import Milk Act went into operation about 2 years ago, the quality of milk imported into this country has greatly improved, as we have shown. And I believe that the American public has come to have a great confidence in products under inspection by the Federal government in the 23 years that the Federal Food and Drugs Act has been in effect. If you care to have more information on how the Food and Drug Act and the Import Milk Act are enforced, send for a copy of Miscellaneous Publication No. 48-M and a copy of Service and Regulatory Announce-

ments, Import Milk No. 1. You'll findin these publications anything I have not had time, so far, to tell you.

---ooOoo---

ANNOUNCEMENT: The Veteran Inspector has just told you how the Import Milk Act is enforced. Next week, and later, he's going right on with his series of talks on how the Food, Drug, and Insecticide Administration safeguards the public from fraudulent, impure, adulterated, or misbranded foods and drugs. He's going to talk about proprietary medicines next Monday and that'll give him a chance to tell many an interesting story of his experiences in the field. Meanwhile, write the Veterans Inspector, care of Station_____, if you want free copies of Miscellaneous Publication No. 48-M and Service and Regulatory Announcements, Import Milk No. 1.

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UNCLE SAM AT YOUR SERVICE

Monday, October 21.

NOT FOR PUBLICATION

SPEAKING TIME: 11 Minutes.

ANNOUNCEMENT: This is the day and hour when the Veteran Inspector, the United States Department of Agriculture's radio representative at Station _____, talks about pure foods and drugs. Today, he's going to tell us about bear oil in medical advertising and in the advertising of drugs and medical preparations. He's going to start with medicine-show days and then bring us right up to date. His talks are broadcast as the UNCLE SAM AT YOUR SERVICE program each Monday by this Station. Now for the Inspector's story---

--ooOoo--

'Way back in Medicine-Show days when the bearded quacks drove into town in a buckboard--tied up at the town hitching post--stood up, and proceeded to entertain the citizenry with parlor tricks (that never seemed to come off) before proceeding to sell them some miraculous preparation--- there was a certain Medicine-Show man who traveled with a product labeled INDIAN SWAMPWEED BITTERS. Now, this Swampweed Bitters was doubtless just another swampweed "medicine" made up largely of well water and brown sugar flavored with some vile-tasting herb extract. But it was not SOLD as colored, flavored water! The folks bought it after the "Doctor," so called, had delivered a long speech chock full of references to "NATURE'S GREAT BALM THAT BRINGS HEALTH AND PEACE TO TROUBLED MANKIND." He "guaranteed" it to cure almost anything from that tired feeling to rheumatism--- and then left town in a big hurry.

Well, one day, our medicine man found that trade in Indian Swampweed Bitters was sadly falling off. This was due, it seems, to the fact that another medicine man was hitting the same trail. So, from that time on, our Swampweed-Bitters friend explained to the people that the preparation of his rival contained none of that magic balm, BEAR OIL, which was a rich part of his own matchless panacea. And that's how we got the phrase, BEAR OIL, which you hear these days.

Another BEAR OIL case happened to touch me directly. The Food and Drugs Act, you remember, went into effect January 1, 1907. On August 27 of that year, a Federal inspector bought a package of a medicine labeled as a cure for headaches and as a brain food. And that purchase was the beginning of action that led to the first legal battle involving a drug under the new law, that attracted the personal interest of President Roosevelt, and that has come right up to this day--as I shall show you.

As I say, the inspector bought a sample of this headache cure and

brain food, so labeled. They submitted it to a careful chemical examination in a government laboratory and found that it contained a large quantity of a coal-tar chemical. This particular chemical-- ACETANILID (pronounce: A-cet-an-i-lid)--- eases pain, all right, induces sleep-- but, unfortunately, it also depresses the heart and is a poison if taken in sufficient quantity. Labeling the preparation as a BRAIN FOOD disarmed suspicion with regard to the dangerous character of the article. It also led people to believe that it really WAS a brain food. The manufacturers represented it as harmless, whereas it wasn't harmless but contained a dangerous drug. Further, the preparation was labeled with words that were misleading and deceptive to the buyer. The Food and Drug officials took action in the case because the preparation was being sold contrary to the legal restrictions of the Food and Drugs Act.

Another bear oil case that I want to tell you about brings us right up to date.

Several months ago, a goverment inspector picked up a sample of a product which was labeled as a PROPHYLACTIC and represented as a competent treatment for DIPHTHERIA, HAY FEVER, NASAL CATARRH, SORE THROAT, PHORRHEA, WHOOPING COUGH, and almost every manner of ailment you could think of. The product was analyzed and tested to determine its antiseptic strength. The examination showed that the article was really a first class antiseptic and might properly be represented to the public as an antiseptic mouth wash. The misbranding, however, was called to the attention of the manufacturers and after some discussion, they agreed that the preparation could not truthfully be held forth to the public as a competent treatment for the many serious diseases mentioned in the label. The labeling was then revised and the product is now recommended only as an antiseptic for use in those minor ailments where an antiseptic is helpful. But right here the bear oil comes into the story. The manufacturers know that the Federal Food and Drugs Act applies only to statements made in the labeling. In other words, the law can prevent fraudulent statements from appearing on the labels of medicine, but has no power to interfere with fraudulent statements in advertising. After the law had been brought to bear to get truthful LABELING of this preparation we are talking about, the government specialists were well pleased. But this feeling of satisfaction didn't last long for the same firm started putting a choice brand of bear oil in their advertisements. Let me get back to the story again---

About 3 weeks ago, a certain big-city daily paper carried a full-page advertisement of this same antiseptic. It was now clained that the product would stop food decay in the mouth. The advertisement went on to say that, since some 30 diseases "FIND THEIR ORIGIN IN THE MOUTH AREA," and that since this preparation was claimed to stop food decay in the mouth, it would be good for these 30 diseases. Among the diseases which the advertisement said "find their origin in the mouth area" are: BRONCHITIS, CROUP, DIPHTHERIA, LEPROSY, TYPHOID FEVER, PAROTITIS, INFLUENZA, SCARLET FEVER, and 22 others. A Federal medical officer says that "of the 30 diseases which are supposed to have their origin in the mouth area, only ONE can be traced to that area. PAROTITIS arises from infection following the salivary duct to the parotid gland. The other 29 diseases named in this advertisement show symptoms in

some instances referable to the mouth, but their origin is more often at the point of inflammation or pathology."

Well, that wasn't the size of the advertisement by any means. There was a picture of the lower part of a man's head and the upper part of his shoulders. The MOUTH PARTS were illustrated as extending from the lips--- into the mouth itself and the throat---and down nearly to the FIRST RIB. The advertisement went on to say that a food film forms over "the 80 square inches of membrane inside the mouth" after every meal and that even though a person brushed his teeth well, the food film clings on. It added that poisonous decay sets in in this food film at 98.6 degrees Fahrenheit---which is mouth temperature---and that in this unhygienic condition poison germs bad for the health develop. It was claimed that the preparation advertised would not only destroy this food film, but that it would mix with mouth secretions, such as saliva---reach every inch of mouth membrane---kill all poisonous decay germs--- and give protection for hours after using.

And, in order to show just how fraudulent these claims were, a Federal medical man made a full report on it. He showed that substances commonly known as poisons are not voluntarily taken into the mouth. Common food and drinks are not poisonous. Further, the amount of food which is allowed to remain in the mouth is only that part which adheres to the small cavities of the teeth and in the openings between the teeth. Of course, this tiny amount of food will decay at 98 degrees. The expert went on to show that a statement that a food film forms over 80 square inches of membrane inside the mouth is silly. At most, there are not more than 50 square inches from the lips to the epiglottis and FURTHER a food film COULD NOT form over any surface of the mucous membrane of the mouth or throat due to the fact that there is a constant secretion of saliva and a constant secretion from the mucous membrane which bathes the mouth. This saliva is ALKALINE in reaction and it counteracts the poisonous character of any small quantity of food that might decay in the mouth. He said that this preparation in all probability would destroy a food film IF ONE WERE PRESENT. But he pointed out that the preparation would not mix with saliva any better than any other liquid, and that since this antiseptic, when used as a gargle, would be kept in the mouth a very short time, it could not possibly kill ALL poisonous decay germs as stated in the advertisement. An antiseptic which would be strong enough to cleanse the mouth in ONE MINUTE would burn the entire mucous membrane.

An antiseptic, you know, is supposed to kill disease germs. When Federal men want to test the claims of various antiseptics, they take a particular one and try it out on germs. They take a virulent, pus-forming organism which is especially resistant to antiseptics. They try the antiseptic on this germ, full strength, at 37 degrees CENTIGRADE for 5 minutes. If, at the end of this time, the germs have ceased to grow, they decide that the antiseptic really DOES what it is claimed to do. There are many good antiseptics on the market today. The preparation I am speaking of is ANTISEPTIC-- if used full strength.

I have told this story of BEAR OIL advertising because it tells most of what the Food, Drug, and Insecticide Administration tries to do in

eliminating fraud from the supply of proprietary medicines on sale in the United States. So far as drugs are concerned---and by DRUGS, I also mean all MEDICINES---so so far as drugs are concerned, all the Food and Drugs Act as it is now written can do, is to keep fraud off the labels. The Act does not require that drugs shall be harmless. If it did, practically all drugs would go off the market and these drugs are very useful when they are used properly and skillfully. But the Act DOES require that drugs shall be labeled CORRECTLY and that no claims are made for them that cannot be borne out in actual practice. The buyer should use common sense in interpreting what the label says---and buy accordingly. For example, ASPIRIN to relieve pain is all right---it is good for a simple headache. But recommending it for grippe, pneumonia, and so on, is going entirely too far. The Government has issued thousands of notices of judgment on drugs. As a result, BEAR OIL in fraululent medical statements on labels is going the way of the swamp-weed doctor and the old shell game. There is still some left, but not so much as there used to be.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector, the U. S. Department of Agriculture's radio representative at Station_____, tell how the Government protects the medicine buyer. He will talk about beverages and mineral waters next Monday and you are invited to hear him.

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UNITED STATES DEPARTMENT OF AGRICULTURE

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UNCLE SAM AT YOUR SERVICE Monday, October 28.

NOT FOR PUBLICATION

SPEAKING TIME: 10½ minutes.

ANNOUNCEMENT: Thirsty Americans drink 11 BILLION BOTTLES of nonalcoholic beverages a year. That's what the Veteran Inspector, the United States Department of Agriculture's Food, Drug, and Insecticide Administration's radio representative at Station_____, says. These bottled drinks vary all the way from common pop to complicated drinks which sell for quite a fancy price. And, in his UNCLE SAM AT YOUR SERVICE chat today, the Inspector is going to tell you how these drinks are made--- how they are sold--- and how Federal pure food officials set requirements as to their purity and correct labeling.

---ooOoo---

When is LEMONADE not lemonade? When is ORANGE BEVERAGE just plain orange oil mixed with sweetened water? When is GRAPE JUICE a concoction made of carbonated water and grape flavoring?

That sounds pretty simple, doesn't it? Maybe you'll ask what it matters anyhow.

I guess those hired hands we used to employ to put up the hay on a ranch I lived on when I was a boy, wouldn't have cared so much about the technicalities of the matter. It used to get pretty hot on that ranch and haying isn't a cool job at best. Well, to ease things off a bit--- and, incidentally, to help the hired men put up more hay--- we used to serve "lemonade" along about the middle of the afternoon. This tasted fine and cool and the men liked it--- but it certainly was not lemonade. It was citrus acid and cold spring water and sugar with one slice of lemon floating on top of the big crock. It looked like lemonade --- tasted like it--- and it certainly was refreshing. But before you blame us for putting an innocent one over on the hired men, just remember that we would have had to haul lemons some 50 miles through a canyon and over the desert if we had wanted them for lemonade.

You know, this matter of what is lemonade and what is not, isn't so simple as it looks from the outside of the glass. Even though the man who buys a soft drink spends his nickle or his dime for taste more than label. it's

freshing to know that he is protected by the Food and Drugs act in getting what he pays for. I'm going to tell you HOW in just a minute. But first of all, I want to speak of a case I remember very well.

This case concerned the United States of America, Petitioner, versus Ninety-five Barrels (more or less) of Alleged Apple Cider Vinegar. Now you may think that the United States of America could pick on something its size and not make a big moral issue out of ninety-five barrels (more or less) of alleged apple cider vinegar. But that's exactly what this case was--- an ISSUE. It seems that, in 1923, a certain firm put on the market some alleged apple cider vinegar which was adulterated in such a way that the label, APPLE CIDER VINEGAR, didn't agree with the contents of the barrels. That case went to the United States Surpreme Court and the opinion handed down by Mr. Justice Butler is interesting. He said, among other things, that the statute dealing with honest labeling is plain and direct. He said that---

"Its comprehensive terms condemn every statement, design, and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent <u>that</u> resulting from indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs, and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act. The statute applies to food and the ingredients and substances contained therein. It was enacted to enable purchasers to buy food for what it really is."

Mr. Justice Butler was referring to the Food and Drugs Act when he made that remark. And, since we are talking about bottled, carbonated beverages today, we might add that the statute applies also to beverages and the ingredients and substances contained therein and that it was enacted to enable purchasers who buy beverages, also, to buy such for what it really is.

This matter of beverages honestly made and truthfully labeled is more important than it used to be. This country is becoming BEVERAGE-CONSCIOUS. Why, I can remember when I bought my first soft drink over the candy kitchen counter. It was probably a strawberry soda--- they were popular those days. I don't know whether that soda was really strawberry juice or not--- in those days, I was too young to care. A soda-fountain drink was quite a treat those days and it took quite a lot of debate to wheedle a nickel from my father to buy it. But NOW! Well, <u>nowadays</u>, more than 11 BILLION BOTTLES of non-alcoholic beverages are consumed in this country every year, according to our friends who work these things out. And into these beverages go 250 THOUSAND tons of sugar--- 5 MILLION pounds of fruit acid--- 50 THOUSAND pounds of artificial color--- 1 MILLION gallons of flavoring extract--- and 400 MILLION gallons of carbonated water. The beverage industry, you see, has grown up. I suppose that the annual report of the beverage industry of this country would sound like a report on on national debts--- at least the figures would.

And, as these non-alcoholic beverages have increased in number and variety, they have also varied in composition, in the way they are made. Some--- such as sparkling bottled cider and bottled grape juice--- are the pure juices of fruit. Others, belonging to the ADE class, contain 15 or 20 per cent of fruit juice. The color, sweetness, and tartness of these ADE products are often improved by the addition of small quantities of artificial color, sugar, and citric, tartaric, or other fruit acid. The Food & Drug Act requires these added ingredients to be declared upon the label. So-called non-alcoholic cordials--- such as creme de menthe--- are merely sugar sirups with suitable flavor and color. They bear names such as Benedictine, Vermouth, and Kummel--- names reminiscent of the past. Nonalcoholic cereal beverages are also popular and are often made by making beer and then reducing the alcoholic content to less than one-half of one per cent by heating under reduced pressure.

Most nonalcoholic beverages are bottled sodas and the most common of these are ginger ale, root beer, and sarsaparilla. The base of practically all sodas is the same--- carbonated water and sugar sirup, with a fruit acid or phosphoric acid. This is called the SODA BASE. Different combinations of ingredients are worked out to get individual brands of drinks which appeal to the sight, smell, and taste. So, when these sodas are ready to be served, they contain, in addition to the soda base, small quantities of added color and flavor.

Most of these soft drinks are pleasant to take and harmless to the health. However, in the enforcement of the Food and Drugs Act, some are occasionally found to contain boric or other acids as PRESERVATIVES--- unpermitted coal-tar dyes containing ARSENIC or other harmful impurities--- metallic salts, such as salts of zinc or of copper coming from containers or equipment used in their manufacture--- and saccharin, a sweetening agent of coal-tar origin having no food value. The use of soap bark to produce a foam, or BEAD, on the drink is frowned upon by the Federal pure foods men. The use of artificial color, however, is not harmful provided only CERTIFIED coal-tar dyes or harmless vegetable colors are used.

Ingredients used to flavor soft drinks consist of aromatic substances coming from various parts of plants. Buds of flowers, such as cloves and chamomile--- fruit or parts of the fruit, such as vanilla beans and peel of citrus fruits--- seeds, such as grains of paradise and celery--- roots, such as ginger and sassafras--- barks, such as wild cherry and cinnamon--- and stems and leaves, such as sage and peppermint, often go into the drink you buy. Other natural flavors are fruit extracts. A large percentage of sodas are flavored with synthetic products made in the chemical laboratory, but some of the SYNTHETIC flavoring ingredients formerly used--- such as NITROBENZOL--- are recognized as being bad for the health.

I used to wonder what made these drinks fizz. It's simple enough--- the answer is CARBON DIOXIDE. The carbon dioxide which causes carbonated beverages to effervesce, not only gives the drink a pleasant sharp taste, but also has a pasteurizing effect. However, it cannot be depended upon to purify a beverage made with polluted water.

Well, this brings us back to where we started. Are these beverages safe? Are they correctly labeled? Any food product, you know, that is manufactured and consumed to the tune of 11 BILLION bottles a year, deserves the attention of all food officials, food experts, and parents. As a matter of fact, the traffic in soft drinks is under rigid control by State and Federal food officials from the standpoint of labeling, the presence of harmful ingredients, and sanitary quality. The Federal Food and Drugs Act requires, among other things, that the labels of beverages shall bear no statements or designs which are false or misleading in any particular--- that imitations shall be labeled as such--- and that the labels of bottled beverages shall bear a statement of the quantity of contents. Many State laws are patterned after the Federal law. Therefore, if the buyer will take a few seconds to glance at the reading matter on the crown cap or bottle label, he can inform himself as to the kind of beverage he is buying and govern his purchase accordingly. One example and I am through for today. Do you want some PURE GRAPE JUICE? The product should be labeled as such. A grape juice sweetened with sugar must bear that fact on the label. Grape BEVERAGES, containing some real juice and also sugar and water, may be labeled as grape smash, grapeade, grape crush, or such--- but not as "grape juice." Finally, a beverage containing a synthetic flavoring ingredient, containing an artificial color, and passing for grape beverage, must be labeled to fit its case. Read the label before you buy. . . .

---ooOoo---

ANNOUNCEMENT: What did you think of the Veteran Inspector's talk for today? If you have any questions to ask him, you could write him in care of Station_____. Or, you could write direct to the Food, Drug and Insecticide Administration, U. S. Department of Agriculture, Washington, D. C. Next Monday he will talk about coffee, tea, and spices. That ought to be a good talk with the flavor of foreign ports and ships and strange lands in it. You are invited to hear him give this talk through Station_____.

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UNCLE SAM AT YOUR SERVICE. Monday, November 4.

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: Continuing his talks on pure foods and drugs, the Veteran Inspector, a radio representative of the United States Department of Agriculture at Station_____, today takes up coffee, tea, and spices. His talk comes as this week's regular UNCLE SAM AT YOUR SERVICE program. The Veteran Inspector has some figures on how much coffee and tea Americans drink and some facts on how tea, coffee, and spices are inspected and passed. All right, Mr. Inspector, let's hear what you have to say---

---ooOoo---

My friends who work with figures are fond of saying that if you put certain things end to end they would reach from somewhere to the moon, or around the world, or something. And so I want to begin this talk today by saying that if you could put all the coffee beans imported into this country every year end to end, they would go a long way. I have never figured out how far. Nor can I get any of my chemist friends to figure the thing out. One of them, however, tells me that the world uses 17 MILLION BAGS of coffee a year and that half of this is consumed by the people of the United States. A bag of coffee weighs about 120 pounds. Now if you figure 40 cups to a pound of coffee, that 17 million bags would make enough coffee to fill a cup 4000 feet in diameter and 40 feet deep. You could float a steamship in that. Most of this coffee comes from Brazil, but some of it comes from Central America, the West Indies and other parts of the world.

We Americans also drink tea. We imported more than 93 million pounds of it into the country during the fiscal year ending June 30, 1929. We are also a spice-loving people. During the year which ended May 31, 1929, about 43½ MILLION POUNDS of spices were examined for entry into this country by Federal inspectors.

So much for the figures. These teas, coffees, and spices come to us from the 4 parts of the tropical and sub-tropical earth. Those little brown berries that add to the joys of breakfast and dinner have a history. Those frail green leaves of tea once grew under a tropical sun in a far country. Those peppers, anis seeds, cloves, cinnamon spices that you use to add zest to food, could tell a real story if some power would give them the ability to speak and speak in the American language. It all goes to show that men are restlessly ranging the 4 corners of this little world of ours to find things that will make life more comfortable and charming and pleasant.

I can't very well take you on a tour of the world today. What I want to tell you about is this: What happens to the teas, coffees, and spices--- destined for the American table--- when they reach American ports of entry, such as New York, San Francisco, New Orleans, and the rest?

I have been a Federal inspector for 22 years now and I have seen a great change come about in our coffee, tea, and spice supply. In previous talks, I have outlined some of the changes in the supplies of other foods and drugs on the American market. Mind you, I don't say that our food supplies even today are 100 per cent pure and 100 per cent honestly labeled. But they are far better in those respects than they were when I made my first inspection trip. But, working on the docks where the ships tie up, I still occasionally see coffee shipments containing black beans, quakers (which are pith-like beans), coffee pods, sticks, stones, etc. I heard of a case not so long ago where a man was making so-called coffee beans out of a cereal paste which was later roasted and browned. Well, those things looked like coffee, all right. They looked so much like coffee that the inspector suspected that a quantity of coffee beans couldn't all be alike. The stuff was harmless and many people relish a drink made from roasted cereals, but the maker shouldn't have labeled the stuff COFFEE--- and he DIDN'T very long. The main form of adulteration of coffee, in fact, is the addition of chicory and cereal mixed with real coffee without a label which declares that the coffee is mixed with chicory or cereal. There's no objection, you understand, to the use of chicory and cereal mixed with coffee so far as the materials themselves are concerned. But such material cannot be sold as COFFEE under the pure foods law and it is part of our job as inspectors to find such adulterations and bring the manufacturers of them to terms with the law.

We also find coffee mislabeled in other ways from time to time. I was in the office of an inspector the other day and he showed me a can of coffee-like material labeled with an extravagant claim. You know, some folks are what you call COFFEE SENSITIVE. There is caffeine in coffee and some people cannot take caffeine without unpleasant effects. But the label on this can claimed that here, at last, was the perfect drink for coffee-sensitive people. The stuff was examined and found to contain about 40 per cent real coffee, along with certain other products, mainly chicory and cereals. Two cups of such a beverage would have the same effect as one cup of real coffee. This can was deceptively labeled and action is under way to bring about a correction.

Coffee is examined at the ports of entry into the United States for the proportion of such material as black beans, quakers, coffee pods, sticks, stones, and so on, as I said before. If a coffee falls below grade 8 of the New York Coffee and Sugar Exchange, it is not allowed to come into the country. By the way, there's a little printed sheet contains the regulations on the importation of coffee. It is called FOOD INSPECTION DECISION 108, is published by Department of Agriculture, and you may have a free copy on request.

Like coffee, TEA also receives its first control at the time of importation. Coffee, tea and spices come under the regulations of the Food

and Drugs Act, but tea comes also under the TEA IMPORT ACT. The Tea Act was passed in 1897 and has been enforced by the Food, Drug, and Insecticide Administration of the Department of Agriculture since 1920. The Act is designed to prevent the importation into the United States of any tea that fails to reach the standards of purity, quality, and fitness set by the government. Most of the tea passes the requirements of the Act and reaches the American table. Of the more than 93 million pounds of tea imported into this country during the fiscal year ending June 30, 1929, only slightly more than 115 THOUSAND POUNDS, or 1-1/4 per cent, was rejected. Of this amount, about 106 thousand pounds were rejected because it was below standard in quality. The rest was refused entry because it was below standard in purity. As was the case during the preceding year, the largest percentage of rejection was for the tea known as Canton oolong. Most of the other rejections for quality were due to damage or deterioration during transportation. The rejections for impurity were due to the fact that the teas showed too much foreign matter. Teas imported into the United States or its Territories are examined at New York, Boston, San Francisco, and Honolulu.

Our spice supply, too, is generally clean and pure. Not many adulterations of packaged spices are found by Federal inspectors, but one firm was recently discovered to be consistently adulterating spices. This firm's violations consisted in the sale of pepper with which cornstarch, pepper shells, rice flour, and cayenne pepper were mixed. Cloves were found to be adulterated with cornstarch and ground celery seed and also with exhausted cloves sometimes strengthened with paprika. Cornstarch was found in mace, cayenne, and nutmeg. Mace was adulterated with turmeric and nutmegs with ginger. When charges were placed against this manufacturer, the charges were admitted. The action of the Food, Drug, and Insecticide Administration put this packer out of business. Federal food and drugs men are also closely controlling the making of prepared mustard to correct the practice of certain manufacturers to degrade that product with mustard hulls.

Speaking of mustard reminds me of a case that happened during the War. At that time the price of mustard was high because most of that spice comes from Europe. A smart dealer in Chicago found that Chinese Cabbage seed looks like mustard. He brought boat loads of Chinese cabbage seed from China and sold it as mustard seed to manufacturers. The government learned of this and chemical analyses showed that Chinese cabbage seed is entirely different from mustard seed. Chinese cabbage seed does not contain a chemical compound known as ALLYL-ISO-THIO-CYANATE. Those in charge of the case worked out a simple experiment to prove their case against the faker. The government chemist made 2 plasters--- one of genuine mustard, the other prepared from Chinese cabbage seed. Before witnesses, he applied a genuine mustard plaster to one arm and on the other arm he clapped a plaster made from the Chinese cabbage seed. He appeared in court--- took his coat off-- rolled his sleeves up--- and showed the jury both arms with plasters on. Then he took the plasters off. The arm where the mustard plaster had been was blistered and red. The other showed no effects whatever. The firm was found guilty.

As I said before, importations of spices into the United States are comparatively clean. Of the more than 43 million pounds of spices received at ports of entry on the Atlantic seaboard during the year ending May 31, 1929, only about 3 million pounds were held up because they didn't meet the pure food requirements. Some of the spice products contained stems, dirt, mold, worms, or other foreign matter. Fortunately, too, the Administration doesn't have many cases like the Chicago case I just told you about. If the buyer of coffee, tea, and spices will just read the labels carefully before he makes his purchase, he can be practically sure he'll get what he pays good money for.

---ooOoo---

ANNOUNCEMENT: That was the Veteran Inspector you just heard, telling how the Department of Agriculture protects the buyer of coffee, tea, and spices. His talk is broadcast by Station_____, cooperating with the U. S. Department of Agriculture, in the UNCLE SAM AT YOUR SERVICE program, each Monday. Next Monday, he will talk about VITAMINS. Meanwhile, if you want a copy of FOOD INSPECTION DECISION 108 or of Miscellaneous Publication No. 48-M, which deals with the work of the Food, Drug, and Insecticide Administration, write the Veteran Inspector in care of this Station.

UNITED STATES DEPARTMENT OF AGRICULTURE

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UNCLE SAM AT YOUR SERVICE Monday, November 11

NOT FOR PUBLICATION

Speaking Time: 10 Minutes

ANNOUNCEMENT: And now, friends, we have with us again today the Veteran Inspector, a radio representative of the Food, Drug, and Insecticide Administration of the United States Department of Agriculture at Station_____. Perhaps you have heard some of his talks in which he has described how Federal food and drugs officials protect the consumer. Last Monday, he talked about tea, coffee, and spices. Today, he takes up Vitamins in his UNCLE SAM AT YOUR SERVICE chat. All right, Mr. Inspector, let's hear your story.

---ooOoo---

My friend, Mr. Everyman, right now is giving his most careful consideration to VITAMINS. Mr. Everyman reads the advertisements, the health circulars, listens to lectures, tries most things once and he confesses to me that he is now quite confused about all these rival claims of the many men who come forward with the ONE BIG PANACEA after so many others have failed.

But he has resolved to see the thing through and, while he isn't exactly sure just what vitamins are, he says that he is confident that all sorts of trouble will beset him if he leaves vitamins out of his diet. The trouble is, none of the rest of us are much further along with vitamins than Mr. Everyman. We can't pin a vitamin down-- put it under the miscroscope and measure it and analyze it as we would a slice of muscle tissue or a cell from the body. This Vitamin Age isn't so very old yet, you know. Concerning vitamins we know chiefly that they are pretty hard to do without. But when it comes to knowing exactly what they are, practically all of us are up in the air.

Many manufacturers seem to know much more about vitamins than my neighbor does. They are coming forward with all sorts of NEW-ERA foods, HEALTH FOODS, irradiated foods, malts, tablets, dehydrated foods and a dozen other kinds of preparations, which, they claim will supply our old friends vitamin A, B, C, D and E. Not content with claiming that these preparations will supply these highly valuable vitamins, some of the manufacturers also allege that their preparations will cure all manner of disease, tone up the system and aid in ridding mankind of its illnesses.

Let's take a case that came up before Federal food and drug officials about two years ago. A certain manufacturer was putting on the market a

tonic which sold for a dollar a bottle and which was claimed to build up health and strength and provide a tonic stimulating to the processes of digestion and nutrition. The preparation was labelled as a tonic containing malt, cod liver oil, wild cherry, nux vomica and iron. It was also labelled as containing a half dozen other substances which need not concern us here. The manufacturer stated on the package label that it was especially valuable in convalescence from such wasting diseases as influenza, typhoid, diptheria, fevers, and other illnesses including anemia, nervous dyspepsia, etc.

Now before tracing this case through let's go back to the way Federal Food and Drug officials look at this thing. Here is a statement direct from these officials in Washington and it will give you, I think, a pretty good idea of what we are talking about --

"The American public," say the officials, "should beware of health foods and other food products for which makers claim curative health giving properties. The Food, Drug and Insecticide Administration believes the use of the word health in connection with foods constitutes misbranding under the Food and Drugs Act. The use of this word implies that these products have health giving or curative properties, when, in general, they merely possess some of the NUTRITIVE qualities to be expected in any wholesome food product.

The label claims on these products are such that the consumer is led to believe his ordinary diet is sorely deficient in such vital substances as vitamins and minerals and that these so-called health foods are absolutely necessary to conserve life and health."

With this interpretation of the Food and Drug Law in mind, the case of this manufacturer of the health tonic mentioned was put into the hands of a United States attorney in the State concerned and about three gross bottles of the tonic were seized and taken from the market.

I could go on mentioning case after case where similar health-fad preparations were examined by food and drug men and later seized. Of course all these preparations did not make claims to supplying vitamins. But in all cases where they were seized, the action was taken on sound legal grounds.

Now let's take a look at this vitamin situation from a different angle. The experts mention five vitamins: A, B, C, D and E. What we know about vitamins has been learned through careful scientific study of nutritional, digestive and growth disorders, not only in lower animals, such as rats and guinea pigs, but in man himself. I was talking to one of the Food and Drug officials the other day and I asked him this question: "If you can not isolate the vitamin how do you know it is there and how do you know what it does or does not do.". He told me that the answer to this question involves months of careful study. For example, vitamin D influences the manner in which minerals are used in the body. It is a specific against the disease known as rickets. If vitamin D is absolutely lacking in the animal's diet, it will suffer from rickets and certain changes of the bones. Common sources of vitamin D are cod-liver oil, egg yolk and whole milk. However the most reliable and efficient source of vitamin D is sunlight.

Now let's go into the labratory. We take some perfectly healthy rats-- keep from them any food which contains vitamin D -- and over a period of days, weeks, or months observe the changes that take place. We note whether the rats suffer from rickets or bone deformities. When we are satisfied with this observation we feed the rats food containing vitamin D and find out if they recover. That's one way of testing. It is pretty well known that human babies who are denied sunlight and certain foods such as whole milk, and so on,often suffer from rickets, and the symptoms of this disease. Many cases have been known where these infants under the direction of a competent physician recovered with proper food, exposure to sunlight and the administration of cod-liver oil.

Let's examine briefly the other vitamins before we reach a conclusion. Lack of Vitamin A sometimes is accompanied by an affection of the eyelids which is characterized by a dry irritation of the edges of the lids. Vitamin A is one of the factors which influences growth and is amply supplied by such foods as whole milk, butter, cheese, egg yolk, green leafy vegetables and carrots. Cod-liver oil is also rich in this vitamin.

A complete absence of Vitamin B from the diet results in a disease known as Beri Beri. This ailment is seldom found in the U. S. since whole grain cereals, milk, green vegetables, legumes and egg yolk which are rich in this vitamin are common articles in our diet.

Vitamin C is a regulating substance which, when fed in sufficient quantity prevents the disease known as scurvy. But if you eat tomatoes, sprouted grain, green leafy vegetables or drink orange juice and lemon juice you won't need to worry about a vitamin C deficiency

Vitamin E seems to be rather mysterious. It is supposed to have something to do with reproduction. Whole grain cereals, milk and green vegetables contain plenty of vitamin E.

Probably you have seen the moral to this talk already. The moral is to be found in the so-called AVERAGE DIET of the average American. A certain specialist in diets and vitamins says that since people have a wide range of choice in respect to their foods throughout the year vitamin deficiencies should rarely appear. He says however, that there are many limitations of freedom of such choice in diets. This is especially true, he thinks, of the diets of infants and the sick. It may be true, however, of the diets of apparently normal adult human beings. Food and Drug officials tell me that so-called health giving biscuits, new-era foods, and similar preparations, are not only frequently a waste of money if purchased for their curative powers but are responsible for a more serious loss because their use is relied on as a substitute for such appropriate corrective measures as proper diet, exercise and sunshine. The buyer would do better if he would let plenty of sunshine into his home, if he would get out in the open air more, and if he would include in his daily menu plenty of such foods as milk, eggs, butter and cheese, green leafy vegetables, whole grain cereals, orange and lemon juice, tomatoes and so on.

Meanwhile to protect Mr. Everyman, the American consumer, and the honest manufacturer, the Food, Drug and Insecticide Administration is going right on examining preparations with fraudulent, misleading, or dishonest labels. Such preparations are examined to determine whether or not they can honestly live up to their claims. If they can, no action is taken. If they cannot the manufacturers are required to correct their labels or discontinue the distribution of the product within the jurisdiction of the Federal Government.

---ooOoo---

ANNOUNCEMENT: That was the Veteran Inspector--- a radio representative of the U. S. Department of Agriculture at Station_____ you just heard. Next week, he will talk about crude drugs and pharmaceuticals. That's a very interesting subject and you are all invited to tune in and hear him.

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UNCLE SAM AT YOUR SERVICE Monday, November 18.

NOT FOR PUBLICATION

SPEAKING TIME: 11 minutes.

ANNOUNCEMENT: The Veteran Inspector, a radio representative of the United States Department of Agriculture at Station_____, has an interesting story to tell you today in his UNCLE SAM AT YOUR SERVICE talk. He's going to talk about drugs and pharmaceuticals and he leads off with a story. He says that most of our crude drugs come from foreign lands. They are examined for purity and strength when they reach this country. The Veteran Inspector has had plenty of experience in examining himself and now he is going to tell you about it.

---ooOoo---

I had the exciting pleasure, not so long ago, of spending a week in an old Spanish town almost lost on one of those many tropical islands in the Caribbean Sea.

It was a small town of narrow, crooked streets, small stone houses, and the jungle surrounded it on 3 sides. It faced the sea on the other. In the background--- and not so far away--- was a range of jigsaw mountains and all day long the town was full of sounds: jungle sounds and town sounds. All day long, I mean, save for the hours between noon and about 3 o'clock when the jungle seems to take a siesta.

You wouldn't expect to find a palatial hotel in such a town as that, so I wasn't disappointed when I took a small room in a ramshackle old place called the Hotel San Jose. The building was once a Spanish mission school and the first night I slept there I though I could see the ghosts of the old Spanish padres walking through the long hallways.

I thought of that, I say, until the bats and mosquitos found me. There were shutters on the window and an open transom above the door to my room. I opened the shutters for air--- it was very hot down there--- and all night I fought mosquitos. If I happened to fall into a restless doze, I would awaken to see the shadowy outline of a bat clinging to the ceiling or flying swiftly through the room. I could stand the bats, but the mosquitos were beyond human patience. Some of them were of the kind that carry the germ that causes malaria and I was relieved to know that I had a supply of QUININE in my grip.

QUININE, as you know, is one of the essentials to life in a country where malaria is prevalent. The people who live on that little island don't have so far to go for their supply. And that reminds me of the story

Dr. Durrett of the Food, Drug, and Insecticide Administration tells about quinine and malaria. He says that it's an unsettled question as to whether or not malaria was in the Americas prior to the coming of Columbus. But history tells us, says Dr. Durrett, that in 1640 the wife of the Governor of Peru, the Countess d'El Cinchon, contracted malaria. By taking the bark of a Peruvian tree which the Indians used as a medicine, she was cured. Thereafter the tree bore her name and Cinchona bark became a popular remedy. Dr. Durrett does not say whether she sold her endorsement to the advertisers in the true modern manner. Anyhow, the use of the bark from the Cinchona tree was introduced into Europe and it constituted the greatest advance ever made in the treatment of malaria. From this bark, the active principle, QUININE, was extracted in 1820.

A lot of our Cinchona bark comes from South and Central America and had I gone on board some of the ships riding at anchor in the harbor of that little mosquito-ridden town I told you about, I would doubtless have found some of that selfsame bark which the Countess d'El Cinchon helped to make famous so long ago. I might also have found the roots which our drug dealers call IPECAC which we use in cough syrups and for other purposes. I might also have found some small, mottled CASTOR BEANS, or a few sacks of those round, flat, whitish seeds known as nux vomica from which we extract strychnine. But that night before I got a mosquito net, I would have liked to have taken the first ship out.

Now--- since most of our crude drugs are imported into the United States--- let's TAKE a ship leaving our tropical island in the blue Caribbean, and follow a drug shipment through to the port of New York. Of course we could take other ports--SanFrancisco, Seattle, New Orleans, Baltimore Boston-- but let's settle on New York this time.

I have spent many weeks on the docks examining imported drugs that go through the hands of Uncle Sam's pure food officials. And while a day spent at the job isn't such a treat as it used to be, I still find it exciting. It isn't exactly monotonous to dig into a sack of beans and find a small wooden box of opium hidden in the middle. I have done that. Nor is it so usual to see a chunk of the dried juice of ALOES--brownish-red and glossy--wrapped for shipment in a piece of monkey skin. I have learned to tell the pale green, dried leaves of COCA from similar leaves. I have seen dried poppy heads which look something like round toadstools and, often, those small white cubes of morphine which weigh next to nothing but which are powerful in the extreme. An inspector finally learns to count such sights as part of his experiences in dock examination. But I haven't found many inspectors who get exactly bored with it all.

As I said before, most of the drugs used in the United States are imported. We grow CASCARA SAGRADA BARK in this country as well as some other plants from which valuable drugs are made, but foreign countries furnish us with the bulk of our drug supply. CINCHONA BARK, from which QUININE is extracted, comes from South America. OPIUM, which usually reaches us in the form of a gum, comes to us from India, Turkey, China and other places. Morphine, which we get from opium, is dangerous if used in habit-forming ways, but makes a very valuable medicament if used according to expert prescription.

If you have ever visited a specialist in diseases of the eye and had your eyes examined, you probably know what atropin is. It dilates the pupil of the eye and makes examination easier. Well, atropin comes from BELLADONNA which comes from Western Asia and Southern Europe. Digitalis is the scientific name for what is popularly known as "foxglove". It is used as a heart stimulant. Nux vomica is a seed from which we get STRYCHNINE and it comes from China, Northern Australia, and Southern Asia. IPECAC comes from South America. These are just a few drugs and their sources which I mention at random.

All right. Here we are on the docks examining imported drugs. Now how do the inspectors tell if the roots and leaves, stems and juices and seeds from which our drugs are extracted, are pure, unadulterated, and up to standard in other ways? The first inspection is made mainly by sight, taste perhaps, and smell. The experienced food and drug man learns to identify a drug by its physical characteristics. He learns to detect foreign matter in the drug material. He can tell whether or not it is mouldy, worm eaten, dirty, etc. This first test reveals any gross adulteration. Then, in order to estimate say the quantity of sand or clay that may have been left on an improperly cleaned root drug a sample is weighed and burned. Sand or other similar foreign matter is left unburned and can be weighed. The next test is made in the laboratory where chemists extract the useful ingredients from the material. Weighing these shows whether the raw material is up to standard. Finally, the drug may be actually tested for potency for strength. A drug, you know, is supposed to have a certain effect on the body. An ADULTERATED drug may have a different and unpredictable effect. An IMPURE drug or one below the standard strength or above it, may have a serious effect on the one to whom it is administered.

At this point, you probably have a question-- WHAT IS THE STANDARD FOR DRUGS AND PHARMACEUTICALS AND HOW IS IT SET? Before I answer that question, I'll say that by the word PHARMACEUTICAL we mean a preparation of drugs in a form suitable for use. Pills, tablets, elixirs, syrups, capsules and various other forms of medicines come under this classification. Now the United States Pharmacopoeia and the National Formulary-- usually referred to by the shorter expressions U. of S. P. and N. F.-- are the standards for purity and strength of drugs and pharmaceuticals when these products are official in the U. S. P. and the N. F. These collections of drug standards are prepared with the utmost care by committees of eminent scientists. Revisions are published at 10 year intervals. The manufacture of drug preparations is a highly specialized industry. Courts have held that life is too dear and health too important to admit of mistakes in the manufacture of medicines. Consequently, a drug or a medicine must be exactly what it is labeled or purported to be. Quinine, for example, should be the same product no matter where it is purchased in the United States. The Food, Drug, and Insecticide Administration has a large corps of expert inspectors and scientists stationed all over the country constantly watching the drug supply of the Nation. If a preparation is mislabeled, adulterated, or found to be under the standard set for such preparation, steps are taken to remove it from the market.

Food and drug officials say that the crude drugs shipped into this country are better now than they used to be. The same is true of our pharmaceutical supply. And while the vast majority of drugs now on the American market, which are labeled of any particular standard, comply with that standard, there are occasional cases of mislabeling and adulteration. For example, in a recent shipment of drugs sent to a physician there were included some TINCTURE OF ACONITE and TINCTURE OF DIGITALIS. The labels on these drugs had been reversed through an error. The result would have been fatal if a dose of Tincture of Aconite had been given a patient under the impression that it was Tincture of Digitalis. Food and drug officials are constantly on the alert to catch such errors. The food and drug officials collect hundreds of samples each year in order to insure the purity of our drug supply and to see that it is up to standard. Some of the results of this work are described in Miscellaneous Publication 48-M and you may have a free copy for the asking.

---ooOoo---

ANNOUNCEMENT: That was the Veteran Inspector telling you about the work of the Food, Drug, and Insecticide Administration of the U. S. Department of Agriculture. You can hear him each Monday if you will listen for the announcement of the UNCLE SAM AT YOUR SERVICE program which Station_____ broadcasts in cooperation with the Department of Agriculture. Meanwhile, write him at this Station if you want a copy of Miscellaneous Publication 48-M.

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION

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UNCLE SAM AT YOUR SERVICE. Monday, November 25.

NOT FOR PUBLICATION

SPEAKING TIME: 11 minutes.

ANNOUNCEMENT: The Veteran Inspector, who gives you now his regular Monday UNCLE SAM AT YOUR SERVICE radio chat, says that he can remember when canned foods weren't all that they should be. A great change, however, has come about, both in the food habits of Americans, and in the quality of foods Americans eat. And our friend, the Inspector, who brings to Station_____'s radio audience latest advices from the Food, Drug, and Insecticide Administration of the U. S. Department of Agriculture, is ready to tell you about that change---

--ooOoo--

One of the simplest ways to start off a talk these days is to say, "I remember when---" From that lead, you can branch off into almost anything. Of course you can always begin with the one about the 2 Irishmen, but, personally, I prefer the "I remember when" beginning. It has such a sweep, such opportunity for advancement into the subject up for consideration. It has one big weakness, however. To use this lead properly and with telling effect, you have to have a few years behind you.

I remember when about the only canned foods commonly used on the family dinner table were peas, tomatoes, and peaches. Nowadays, you'll find, not only peas, tomatoes, peaches in cans--- but pears, apples, olives, beans, onions, fish, puddings, Italian dinners, Spanish dinners, succotash, shrimps, salads, soups, cake, meat and just about everything else we eat. Of course, if you live in the country and grow your own fruits and vegetables, you'll sit down to a Thanksgiving dinner mostly home-grown next Thursday. But if you live in the city--- and more than half of the people in the United States DO--- canned foods will play a big part, a MIGHTY big part, in your Thanksgiving cheer. And I want to say that we Americans have a lot to be thankful for in the fact that these canned foods are mostly wholesome and good. But it hasn't ALWAYS been so. Why, I remember when almost ANYTHING was put into cans and then covered so you couldn't see it. The Pure Food Law put a stop to most of that, but it hasn't put a stop to all of it. Just the other day, I was in one of the Food, Drug, and Insecticide Administration's laboratories and I saw a little bottle half full of THISTLE BUDS that had been taken from a can of peas. There must have been 50 or 60 of them and they had all come out of one can of peas. We don't like to pay for thistle buds when we buy canned peas and, mostly, we don't. And that reminds me of a little story about canned pork and beans.

It happened in my earlier days of food and drug inspection work. I was ordered to pay a little "social" call on a certain plant where they were canning pork and beans. They were canning what are commonly known as CULL beans. Now these cull beans are decayed, or otherwise objectionable, beans picked out when the beans come from the field. As a rule, they're sold for hog feed. I told the canners that there were laws against that sort of business. The canners told me that they knew all about the United States Pure Food Law, but by the time food officials could do anything about it, they would "clean up". They admitted that they were paying 10 dollars A TON for the cull beans, whereas good, sound beans sold, at that time, around 200 dollars a ton. Well, I got busy with other inspectors in that field with the result that just about everything that company had canned and that still remained on the shelves or in the stockrooms of wholesale grocers, was confiscated by the United States Marshall and later destroyed. The case was taken to court--- the firm was found guilty of violating the Federal law in regards to adulterating and misbranding foods--- and had to pay a large fine.

As I say, that happened some years ago when canned foods weren't so pure and honestly put up as they are today. But violations of the food and drugs act, so far as canned foods are concerned, are still found now and then. A few months ago, a certain brand of Italian canned onions got into the trade and caused the death of one man and the serious illness of another. The canned onions were found to contain the dangerous toxin which causes BOTULISM, one of the most dangerous forms of food poisoning known. These onions were packed in Italy and were distributed through a New York representative of the Italian shipper to many cities and towns, particularly in the East and Middle West. But in a few weeks, Federal, State, and City food officials had traced practically EVERY can down and taken it from the market. Cans of string beans are occasionally seized because they contain a certain proportion of beans attacked by a disease known as ANTHRACNOSE. Canned cherries are occasionally condemned for decay or worminess or for too many pits in cans labeled PITTED CHERRIES. Canned tomatoes are seized now and then because they contain watered or decayed tomatoes. Canned peaches are sometimes wormy. Catsup is occasionally colored artificially and seized if that fact is not stated on the label. Inspectors sometimes find moldy berries in canned berries and finding dirty fruit in canned strawberries is not entirely impossible. These are just a few samples of what food inspectors look for in their work with canned foods. The idea behind it all is twofold: First, protect the consumer, the buyer--- Second, help the grower, canner, and dealer.

I'm going to tell you about how we buyers come in in just a minute. But first I want to give you one case of how the Federal food and drugs act has helped the grower and the canner. There are certain sections in the United States, you know, where they grow a good many BLUEBERRIES. As a matter of fact, some farmers owe their whole economic position in life to the blueberry crop. Now most people like blueberry pie and canned blueberries make excellent pie--- if the pie-maker knows her business. There are various forms of insects that attack blueberries, however, and for some years canned blueberries were often maggoty. The maggots are very small, white, and not easy to see in the berries. To get these maggots out of blueberries, and to safeguard the blueberry industry as well as the consumer, became one of the

big objectives of Federal food officials. One of these officials went to the blueberry country and made a study of blueberry-growing and canning. He then got to work and made a machine which separates maggoty berries from sound, whole berries. The machine is now commonly used as a public service patent was taken out covering it. As a result, our canned blueberry supply is generally sound, delicious, and wholesome. You can buy a can of blueberries with safety and the blueberry industry is in a sound position. If you like blueberry pie, that's another thing to be thankful for.

So here we are in 1929 finding our canned foods much more appetizing and wholesome than they used to be. But this improvement has not come about miraculously--- it has taken years of hard work and rigid inspection, years of improved canning and handling methods, to bring this result about. If you visit a canning factory, you'll find the products going through a definite process. The processes of sorting, grading, washing, and preparing the fruits and vegetables, and of filling, exhausting, capping, sterilizing, and cooling the canned products, are interesting. The sorters have the job of eliminating all rotten, partly rotten, or otherwise defective fruits or vegetables. When Federal inspectors visit canning plants, they note how the products are sorted Then they make a note of the method of washing--- observing the quantity of water used as well as its quality, and how often the water is changed. They cooperate with local health authorities who check up on the health of workers who have the job of peeling, cutting to size, and preparing the products for canning. Much of this work is done by hand and it is important that those who do it be healthy. Peaches, pears, and apples are often put into the cans by hand, but smaller products are filled by machine. It's very important that the cans be clean before they're filled. Sometimes too little canned food is put into the cans and the quantity made up in water, syrup, or brine. The inspector checks on that. Then he studies the processing methods, checking up on the kind of sterilizing machines used, the temperature, and so on. Prompt and adequate cooling is the next essential in the manufacture of good canned foods. Some canners, for example, believe that the cloudy liquor occasionally found in canned peas and beans is caused by an excessive fill before the brine is added. It is usually due to insufficient cooling of the hot cans in cold water before they're placed in the storehouse.

We have visited the canning plant. Now let's take a minute or two to see what the inspectors look for in the finished product. An expert can tell, by examining a stock of filled cans and noting how they have been stored, whether or not the job has been done properly. So-called swells usually indicate spoilage. The normal can should have straight sides and flat or slightly concave ends. Some cans, called springers, have slightly convex ends which may be caused by decomposition or sometimes by overfilling. A good rule to follow is to use only canned foods in which the ends of the cans are not bulged. Some forms of spoilage, however, such as flat sours, don't make the cans swell. The only way to detect such spoilage is by opening the can and examining the contents. Cans should not be rusty.

The food supply of the United States is equal to or superior to that of any other nation. This has been accomplished by the whole-hearted cooperation between a large portion of the food-producing industries and the Department of Agriculture. The types of violation I have cited today would never be practiced by most manufacturers even if there were no food and drugs act.

The few careless, uninformed or dishonest individuals found in every industry however make constant vigilance necessary.

The Federal pure food law, you know, prohibits the improtation of the shipping from one State to another of any food or drug that is adulterated or misbranded. Food is adulterated, under this law, if it is entirely or partly filthy or decayed, if it contains any added harmful substance which may be had for the health, or if any valuable part has been taken out, or if any substance had been substituted for the food, or if anything has been mixed with the food so as to lower its quality or strength, or if it is colored in a way to conceal any inferiority or damage. The law also states that a food is misbranded if its package or its label contains any statement or picture which is false or misleading in any particular. The law requires that any packaged or canned food must bear a clear and true statement of its net content. The buyer should read the label carefully and then buy accordingly. We are forgetting the old warning: LET THE BUYER BEWARE. But we should still follow a newer maxim: LET THE BUYER BE AWARE OF WHAT HE WANTS WHEN HE BUYS.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector, a radio representative of the U. S. Department of Agriculture at Station_____, tell another way in which Uncle Sam is at your service. Next Monday, he anticipates Christmas and the holiday season in a talk on chocolates, confections, nuts, and nut products. Meanwhile, he reminds you that you can get a copy of SERVICE AND REGULATORY ANNOUNCEMENTS, FOOD AND DRUG NO. 2, dealing with definitions and standards for food products, by writing him in care of this Station or by sending to the Food, Drug, and Insecticide Administration, U. S. D. A., Washington, D. C., for it.

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UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION

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UNCLE SAM AT YOUR SERVICE Monday, December 2, 1929

NOT FOR PUBLICATION

SPEAKING TIME: 10-1/2 minutes.

ANNOUNCEMENT: And now here's our friend, the Veteran Inspector, again, with another of his stories about the watchdog of the food supply. He represents the United States Department of Agricultura at Station_____ and, each Monday, takes up some one way in which the Federal government is at the service of the American people. Christmas is coming on and, today, he is going to tell you about our chocolate, candy, and nut supply and how he and his colleagues help to insure the purity and wholesomeness of that supply. Mr. Inspector-----

---oooOooo---

That's quite a high-sounding announcement, Mr. Announcer--but I got the part of it that deals with Christmas. You see, I like chocolate candy and Christmas is about the only day in the year when I really let myself go. And that reminds me of what a certain famous Chef said about chocolate many years ago.

"The persons who habitually take chocolate," he said, "are those who enjoy the most equable and constant health and are least liable to a multitude of illnesses which spoil the enjoyment of life."

That's certainly putting in a good word for chocolate. If the chef had been in the advertising business today, I would call that a good example of BEAR OIL which we were speaking of a couple or 3 weeks ago. Chocolate is certainly a pleasing confection and the growth of the CACAO industry in recent years attests to the popularity of chocolate, a cacao product. The pure food officials admit the FOOD VALUE of chocolate but they tell me that it has no more so-called HEALTH VALUE than many other wholesome foods. In fact, they have recently issued a notice to the trade condemning the sale of all manner of foods as HEALTH FOODS.

The ancient Mexicans believed in the stimulating and sustaining properties of chocolate. Historians tell us that during their festivities, "they used to spend all the day and half the night dancing with only cacao for nourishment." I might add that chocolate is made from cacao. The ancient Mexicans believed that chocolate was the "Food of the Gods." When the Spanish adventurers of the 15th and 16th Centuries conquered Mexico, as well as other countries in Central and South America and in the West Indies, they found chocolate in common use. The Montezuma, the emperor of Mexico, for example, would have no other beverage. He liked his chocolate flavored with vanilla or spices and so prepared as to be reduced to "a froth of the consistency of honey." This rich and powerful one used golden goblets to drink the beverage from and after he had drained the cup, it was thrown into the lake surrounding the royal palace. Along with much gold and other treasure, the Spaniards took back to Spain large stores of cacao beans and also the secret of making a good cup of chocolate from them. A proud and exclusive race at the time, they tried to keep their secret from the rest of

Europe. But you can't keep a good food down, and pretty soon the wealthy classes in France and England and other European countries, were having chocolate every day. Today, the fruit of the cacao tree is shipped from Central America, Africa, and Ceylon, to the United States in huge quantities every year. Large factories reduce these beans to cocoa, chocolate, and oils. The "Food of the Gods" has become the food of the American masses. In ancient times, the household of the royal palace in Mexico used about 100 thousand tons of cacao a year. That quantity wouldn't go far, however, toward satisfying American's sweet tooth at Christmas time.

Chocolate and nuts are commonly used in candy making and at this time of year, my colleagues, the Federal Food and drug inspectors, are making it an important part of their regular duties to inspect warehouses where nuts are stored and candy factories where the sweets for Christmas are made. Candies, you know, like most other food products, are sometimes adulterated or misbranded. Just take a case of chocolate adulterating, for illustration.

To make it the best possible illustration, we'd better go back to where the cacao beans come from. They grow in large pod-cases in conspicuous places on the trees. Twice a year, natives pick these pods--break them open--and remove the pulp containing the beans. There are about 40 beans in each large pod. The beans then go through fermentation, cleaning, and drying processes. Then they are sacked up--put on a ship--and transported to this country where they are inspected on the docks by Federal inspectors. At the factory, the beans are ground up--the shell is fanned off--and the material inside the bean is used to make chocolate or cocoa. According to the standard set by the Food, Drug, and Insecticide Administration, "chocolate, or as it is sometimes called, bitter chocolate, is the solid or plastic mass obtained by grinding shell-free cocoa beans, and contains NOT LESS THAN 50 PER CENT OF FAT." Now cocoa fat is an expensive product. An inspector friend of mine found a certain concern extracting the cocoa fat and substituting for it cottonseed oil. There is no objection to selling this IF IT IS PROPERLY LABELED AS CONTAINING COTTONSEED OIL AND NOT COCOA FAT. But the firm was labeling it as CHOCOLATE with nothing to show that an important ingredient had been removed. The Government took action on the ground that the firm was adulterating and mislabeling its product. After an attempt to get by the law, the firm finally decided to label its product correctly.

Sweet chocolate according to the Federal standard, is chocolate mixed with sugar, with or without the addition of cocoa butter, spices, or other flavoring materials. Milk chocolate is the product obtained by grinding chocolate with sugar, with the solids of whole milk, or the constituents of milk solids in proportions normal for whole milk, and with or without cocoa butter and flavoring material. It contains not less than 12 per cent of milk solids. These are the standards the purefoods men look for in their inspections and in their analyses of chocolate products in the laboratories.

Chocolate candy, chocolate-covered cherries, nuts, caramels, and so on, is only one type of candy that will be found popular this Christmas and that is well liked all through the year. But, before I leave chocolate today I want to mention one kind of confection that is found mislabeled now and then. Certain manufacturers take large cherries that have been in brine for some time. These cherries are often nearly white and practically tasteless. But, when artifically colored and flavored, they are sold as CHOCOLATE-COVERED MARASCHINO CHERRIES. Federal pure food men believe that, under the law, they should be labeled CHOCOLATE-COVERED CHERRIES ARTIFICIALLY COLORED AND FLAVORED. They are wholesome.

But it is the buyer's right to know what he is getting. The Food, Drug, and Insecticide Administration is seeing to it that he does.

Children eat considerable candy. This is one good reason why candy is so rigidly inspected under the Food and Drugs Act. Pure food officials feel not only that chocolate should not be adulterated, but that other kinds of confection also should be pure and wholesome. In the case of hard candies, the labels should carry no representations that are false, misleading, or deceptive in any way. If the candy is supposed to be made from fruit juices, it must contain sufficient fruit juice to characterize it. Pictorial designs, or other matter suggesting the fruit juice from which the candy is made are only permissible if fruit juice is actually present. If artificial colors and flavors are present in candies they must be declared on the label. No color or other ingredient may be used which is harmful. The buyer should read the labels if he wants to know what he is buying.

Similar rulings apply to chewing gum which, as every good American knows, is a favorite American pastime.

Beginning about October 1 of each year, Government inspectors pay particular attention to the nut supply. Inspectors examine stocks of nuts found on sale in the various markets, in storage in warehouses, and in shipment to market. Because of the large quantity of nuts imported into this country, the New York City station of the Food, Drug, and Insecticide Administration of the Department of Agriculture, makes nut inspection a major project. Other stations located in seacoast cities also watch nut imports. When shipments are found containing moldy, wormy, or decomposed nuts above a low figure set by the Government, the shipments are seized. Inspectors take samples of most nut shipments entering the country. From these samples, the percentage of nuts not fit for food is worked out. If the percentage is at all material, the shipment is held for correction or not permitted to be sold in the United States. Similar samples are taken of nuts being shipped from one State to another. But if the nuts are found to be moldy, wormy, or decomposed, they are seized.

All thisis just another example of what the Federal inspectors, working under the pure foods law, do to assure the American public of a wholesome food supply. Due to the fact that nuts and candy are part of any well regulated Christmas celebration, the inspectors pay particular attention to these foods this time of year. Our candy and nut supply these days is of a very high order so far as purity and wholesomeness are concerned. There's no good reason why the childred--and the old folks--should be disappointed with the contents of their Christmas stockings this year.

ANNOUNCEMENT: What the Veteran Inspector has told us about nuts and candy today shouldn't make it any easier to wait until Christmas. And he has something equally interesting for Station_____'s radio audience next Monday. The oyster season is now on and he will tell us about shellfish and oysters one week from today. His talk will be the regular Monday UNCLE SAM AT YOUR SERVICE radio chat broadcast by this Station in cooperation with the U. S. Department of Agriculture.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE Monday, December 9, 1929

NOT FOR PUBLICATION

Speaking Time: 10½ minutes.

ANNOUNCEMENT: How much do you know about oysters? Do you know where they come from and how they are gathered? Do you know that they must pass certain regulations for purity and wholesomeness before they reach your table? The Veteran Inspector is going to give you that information in his UNCLE SAM AT YOUR SERVICE talk today. This is made possible through a cooperative agreement between the United States Department of Agriculture, whom the Inspector represents, and Station_____. Here is the Inspector____.

--ooOoo--

A few red and brown leaves still hang on the trees along the shores of the Chesapeake Bay country. The water is colder now. In the early morning, the air sparkles and snaps. Maybe there's frost on the grass. Restaurants in the city have the sign out: Oysters R In Season.

And oysters are in season in the waters of the Chesapeake, the Potomac, the York, Virginia and Maryland waters, where so much of America's supply comes from. Oysters are in season all down the east coast of the United States, in the Gulf of Mexico, and in the waters of the Northwest. It's oyster time and, for a month now, the dredgers have been busy in Monroe Bay, off Solomons Island, off Old Point Comfort.

So let's pick an early morning--- a morning as calm and still as the proverbial oyster we're going to dredge for--- and go out with the oyster men. We put off in a sloop, or a bug-eye fishing smack, or a skip-jack, long before sunrise. Of course, we could go out in a small boat with the tongers who use iron rakes with long wooden handles and who work hard all day for a few bushels of oysters. But today, we're going out in a little sailing vessel with the dredgers, bound for Kettle Bottom Shoals.

The wind's right. The Cap'n is getting his crew out of their bunks on board. We smell coffee and bacon and beans. We eat. And we're off.

As we arrive at the Shoals, the sun is rising. All around us are scores of all manner of small boats and ships. Fifty drudgers--- as they call them in this country--- have arrived ahead of us. We have a hard time maneuvering for position. These men who follow the water are bold and hard. The oyster men give, and take, no quarter. In days gone by, they used to fight for their rights to a promising bottom with rifles and machine guns. There's more than one grave on My Leg Island and on The Point where a drudger lies in the long sleep, alone and unknown.

Our boat is all fixed up with fresh paint and new sails. Her deck is sheathed with planking specially laid for the drudging. The crew drops

the dredges into the blue water. The Cap'n, at the wheel, has a thousand eyes. It's HIS job to watch canvas, men, dredges, the winders, everything. "Let 'er go," he says. The dredge goes over the side. It's a large thing like a basket with a bottom of iron bars, spiked at the end. It is handled with ropes and pulleys, controlled from the deck. These pointed iron rods scrape over the bottom as the ship sails by. Oysters are dredged up and dumped on deck. Along with the oysters, is a good load of mud and pebbles, rocks and oyster shells. Then the cullers get busy. With their little hammers, they separate the masses of oysters--- throw away those that are under the legal size--- and shovel the deck clean of mud and sand from down under. The whole job done, the oysters are dumped into the hold and we're all set to do the job all over again. We eat about noon and by the middle of the afternoon, set our sails for home....

We won't be alone out there. The waters of Maryland and Virginia are splendidly suited to the curious life of the oyster and the oyster business gives employment and a living to thousands of men and women in these 2 States. As for the oysters, they want a water of just the right salt content. Not too fresh--- not too salt. They also like water of a certain temperature. They find these conditions in few places. But where the oysters grow well, you generally find the oyster men perfectly willing to take a long chance in a hard calling. It takes a lot of oysters to satisfy the public. There's money in the game.

And to get that money, some oyster men have resorted to dangerous and dishonest practices. Some still do. By dangerous practices, I don't refer to the oyster wars of an earlier day. By dishonest practices, I don't mean ramming or wrecking your rival's dredging boat. The State police handle those affairs. But there are other practices where Federal pure food officials and inspectors step into the picture. Take the practice of fluffing for example. The moisture content of an oyster will average between 77 and 83 per cent. The English type of oyster will weigh about 142 grains. Now, here's a practical tip for you when you buy oysters. If the oysters are bloated, almost white and bleached, with soft, spongy flesh, and of little flavor and with the meat almost entirely lacking in a salt flavor--- and if, when drained, they show much thin, watery liquor--- the chances are 10 to 1 that they have been fluffed, or adulterated with excessive quantities of water. This may have been added by soaking or floating in fresh water before or after shucking, through improper draining after washing, or, through deliberate addition of water to the cans at the time the oysters were packed or after receipt by the retailer. Such practices are in violation of the pure food laws and it is the duty of officials of the Food, Drug, and Insecticide Administration, and of the State Pure food officials, to detect them and take action. I have seen oyster men load their catch on a raft--- tow it to fresh water--- and weigh the raft down with stones so plenty of fresh water will flow through the oysters. The oysters take up moisture rather readily. The water adds to their weight. But excess water does not improve the quality of the oysters and the practice of thus adding excessive water is labeled as ADULTERATION by the pure foods officials.

Another violation of the pure foods law, so far as oysters are concerned, that we inspectors have to keep watch for is short weight in the cans. Under the Food and Drugs Act, the container of foods and drugs must

be plainly labeled with the net contents, the net weight, or volume of the can. In this way, the buyer is protected.

Federal inspectors and state inspectors as well in oyster producing, packing, or shipping regions make every effort to see that America's oyster supply is wholesome and up to standard. They go out in the boats with oyster men and check on operations. They make certain that the oyster beds are protected from pollution. They visit the shucking plants and see that the oysters are up to standard in size, texture, color, flavor, and salt content. They also check up at the receiving end--- that is, they sample shipped oysters when they arrive at their destination and if they find the bi-valves adulterated, or being sold short-weight, they either seize the shipment or require that the shippers make the necessary corrections. My inspector colleagues agree with me that it is rare to find stale or decomposed oysters. Such a product would make itself apparent by its odor. And, taking the oyster industry as a whole, it's quite rare even to find cases of fluffing or other adulteration, or of short weight in the cans, these days. I suppose that the oyster men have long since come to the conclusion that it pays best in the long run to sell a perfectly honest product honestly labeled. At any rate, the honest oystermen have gotten the upper hand. But we inspectors are hired to watch the markets and the oyster plants see that the few who occasionally adulterate or sell short weight don't delude the buyer.

Oysters are the most important of the shellfish products, both from an economical and regulatory standpoint. But there are other important shellfish and sea food products and I want to mention them briefly before I close today. Clams and scallops are popular foods. They are gathered along the entire Atlantic coast and on the coasts of Oregon and Washington. Crabs abound in the waters of the bays and inlets along the Atlantic coast. Shrimp swarm in the waters of bayous and the lower reaches of the Mississippi. Lobsters, spiny lobster, abalone, and even squid, though rather limited in quantity as compared with oysters, occasionally need attention from the pure foods officials. Considerable quantities of these products are packed and sold to the public in the fresh or canned state. At one time, the sanitary conditions in the canning or packing plants were none too good. Federal food officials made a survey of the entire industry in 1927-28 and issued recommendations on how to make the plants more sanitary. A check up survey was later made and the Food, Drug, and Insecticide Administration now says that conditions in the plants are greatly improved. Now and then, as the inspectors make their rounds, they find examples of short weight, adulteration, or other forms of violation of the pure food law, but such violations are comparatively rare. The industry, as I said before, is highly localized. Crabs are packed in Maryland and Virginia. Scallop packing is confined to the eastern shore of Virginia, parts of Georgia, the Carolinas, Massachusetts, and possibly a few other localities. Shrimp and clams, also, are found on most tables, but the shrimp- and clam-packing industries are centralized. States are cooperating with the Federal government in cleaning up where cleaning up is necessary. And today we find the products of this industry of a high order of purity and wholesomeness--- honestly packed and sold, in the main--- fully worthy to take their places with the other foods that go onto the American table.

Before I turn the microphone over to somebody else, I'd like to say that Technical Bulletin Number 64 contains a lot of interesting facts about oysters. If you are interested, you can have a free copy by writing for it. But get your order in early--- there aren't many left. Ask for Technical Bulletin No. 64.

--ooOoo--

ANNOUNCEMENT: That was the Veteran Inspector you just heard. Through a cooperative arrangement between the United States Department of Agriculture and Station_____, he comes to us each Monday with a 10-minute talk on what the Food, Drug, and Insecticide Administration of the Department is doing. Next Monday, he will consider butter, cheese, and evaporated milk. You are cordially invited to hear him. Meanwhile, write him in care of this Station if you want a free copy of Technical Bulletin 64, on oysters. Or, you can send direct to the U. S. Department of Agriculture, Washington, D. C., for it.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE Monday, December 16.

NOT FOR PUBLICATION

Speaking Time: 10 minutes.

ANNOUNCEMENT: The Veteran Inspector, who talks to us each Monday through a cooperative arrangement between the United States Department of Agriculture and Station_____, has been looking into the butter, cheese, and evaporated and condensed milk supply. He finds it very good, in the main. But he also finds a few cases of violation of the pure foods law, such as the bootleg-butter ring was practicing in a certain city not so long ago. But let the Veteran Inspector tell the story----

****

An inspector friend of mine was telling me the other day an exciting story of the part he once played in rounding up a so-called dope ring. As he spun the yarn, mental pictures of fast speed boats--- moonlight over the river---an old ship anchored in a secret inlet--shady hotels on the waterfront---and shifty eyed peddlers slipping through crowds on street corners, passed through my mind. It was a good tale, but all the time I was thinking that I had to give this talk today on butter, cheese, and condensed milk. Is there any adventure in the milk trade? I asked myself. Is there anything sensational in the dairy business?

You see, I have lived in the dairy country and those quiet farms with tall, white silos---green-roofed barns---emerald pastures and herds of sleek, contented cows, still make a picture my imagination easily calls up. Beautiful and peaceful, yes--- but hardly adventurous.

Just then, another inspector story came to my mind. It happened like this.

Several years ago, the Philadelphia station of the Food, Drug, and Insecticide Administration reported the seizure in that city of butter adulterated with COCOANUT OIL. This is illegal under the pure food law, of course, and so the food officials located the factory and, with the aid of the Federal Bureau of Internal Revenue, closed it up and seized large stocks of the adulterated butter. For some time, there was no more butter adulterated with cocoanut oil on that market. But, knowing that there was always a chance that the butter bootleggers would go back into business, the Federal officials kept their eyes open. Well, one day while an inspector of the Food, Drug, and Insecticide Administration was riding on a streetcar, he noticed a plant which, according to the sign, was making Italian cheese. The plant was not located in a place suitable for cheese making and the inspector became somewhat suspicious. He stepped off the trolley and visited the plant. He found that they were making some cheese there all right, but he quickly noticed several empty butter tubs and, in an obscure corner, a gallon can of butter color. He went on peacefully enough, making no sign that he had seen these suspicious articles, but concentrated his attention on the cheese. It was later learned that one of the men connected with this cheese factory was formerly connected with the bootleg

butter plant that the Government had closed down. And so the inspector quickly got in touch with his own office and with Internal Revenue officials and, through their cooperation, a huge scheme of making and distributing bootleg butter was brought to light. The ringleader of this concern was one of the crack salesmen for an oleomargarine manufacturing company. The gang was finally indicted for conspiracy in 2 judicial districts-- the ringleader was sentenced to 18 months in prison and a $5,000 fine--- and the other conspirators received prison sentences and fines on a diminishing scale.

I could tell you a dozen other stories of how dishonest manufacturers have adulterated sour cream and cheese. But I think I hear some one say, WHAT OF IT? Let me argue the case this way----

Remember that nearly 1-1/2 BILLION pounds of creamery butter are produced in the United States every year. Most American families eat butter 3 times a day. Well, this huge butter supply retails at about 50 cents a pound. Now figure out for yourself just how much the American consumer would lose if the Government did not insist that butter shall be of full weight and of standard composition. The retail value of 1-1/2 BILLION POUNDS of butter is about 750 MILLION DOLLARS. A loss to the consumer of 2 cents a pound through adulteration or misbranding would mean that if all our butter were equally in violation of the pure foods law, the consumer would lose annually, ON BUTTER ALONE, at least 15 MILLION DOLLARS.

That immediately brings up the question of what is butter under the law. By act of Congress approved March 4, 1923, butter is defined and the following standard set for it: FOR THE PURPOSE OF THE FOOD AND DRUGS ACT OF June 30, 1906, BUTTER SHALL BE UNDERSTOOD TO MEAN THE FOOD PRODUCT USUALLY KNOWN AS BUTTER AND WHICH IS MADE EXCLUSIVELY FROM MILK OR CREAM OR BOTH, WITH OR WITHOUT COMMON SALT, AND WITH OR WITHOUT ADDITIONAL COLORING MATTER, AND CONTAINING NOT LESS THAN 80 PER CENT BY WEIGHT OF MILK FAT.

The Administration has inspectors in the field who are charged with seeing that butter going through concentration points meets these regulations. These men take samples, and, from later examination, decide whether or not the inspection should go further. The examination is for BUTTERFAT CONTENT. If, upon examination, the butter is found to contain less than 80 per cent butterfat, which merely means that the consumer is buying water at butter prices, inspectors in territories to which the shipment is consigned are notified. These inspectors then examine the butter thoroughly. Samples are taken from each CHURN NUMBER in the lot. The number of tubs in a churn may vary from 8 to 12 and the actual number of churns in a carload often runs from 20 to 25. Frequently, 3 samples from each tub selected are taken and, if the butter is found low in butterfat, the inspector reports to a U. S. Attorney who draws up a paper holding the butter liable for seizure. The usual result is that after a shipment has been seized, the claimant will file a bond to have his butter reworked. He will generally squeeze the excess moisture out in an attempt to bring the butterfat content up to 80 per cent, the legal regulation.

When you buy butter, or any other food, read the label and note the weight printed on it. Buy by label. Don't pay for a POUND when the package contains only, say, 12 OUNCES. If you want OLEOMARGARINE, an honest product, specify that--- but don't take OLEOMARGARINE for butter. I don't mean to give you the impression that all butter is short weight and low in butterfat. Very little butter is adulterated or misbranded in any particular. But, if Federal Officials

stopped inspecting butter, it wouldn't be long before dishonest manufacturers would step into the picture and this dishonest competition would force other manufacturers to either follow deceptive and dishonest practices, or go out of business. So it's just as well that we keep our eyes open.

Cheese is another product of those contented and peaceful dairy cows I mentioned in the beginning of this talk. Nearly half a billion pounds of cheese are made each year in the United States and a traffic such as this always offers a promising field for dishonest as well as honest men. While our cheese supply is honestly made and of excellent quality in the main, we inspectors still find a few cases of pure-food-law violation now and then. Cheese is inspected for FAT CONTENT, MOISTURE CONTENT, and for ADULTERATION. Adulteration is rather rare, but I have known cases where manufacturers have adulterated cheese with cocoanut oil. Another thing the Federal food officials watch out for is ARTIFICIAL COLORING in cottage cheese, which is a form of adulteration. Cottage cheese, which has grown in popularity in the last 5 years, has been colored in such a way as to lead the purchaser to think that the cheese is rich in cream when it is milk. This is a deceptive practice and makes the article liable to seizure.

I haven't time to mention the pure food requirements of all the 57 varieties of cheese on the American market. But if you want that information you can find it in SERVICE AND REGULATORY ANNOUNCEMENTS, FOOD AND DRUG NO. 2, and a free copy will be sent you on request. Cheeses vary all the way from Limburger to Cheddar and from cottage to Neufchatel. Under the Federal pure foods law, each kind is supposed to meet certain definite requirments for fat or moisture content or both. It is part of our job as inspectors to see that they do and also to make sure that imported cheeses and those that are shipped from State to State are not adulterated or sold short weight.

I guess that most of us have used condensed or evaporated milk in our coffee now and then. We can do it perfectly safely, too, because condensed milk is now a staple article-- almost always sold in uniform-size cans-- and the buyer can purchase his can with full assurance that he is getting what he pays for. It would be interesting to tell you some time about the history of this product-- how it is made--- and where. From a little condensing company organized at Highland, Illinois, in 1885, the condensed milk industry has grown by leaps and bounds And the product has improved in purity and food value too.

If you could follow an inspector when he inspects a condensed milk factory, you'd observe that he watches the different manufacturing processes carefully. He checks on the sanitation of the plant. He checks on the kind of milk going into the condensing vats. He sees that the bacteriological count of the milk is not higher than the law allows. He makes sure that the milk is sterilized and heated properly. He follows the milk right through to the can and sees that the cans are properly sterilized and sealed. As a result of this work--- and of the care taken by the manufacturers in the different processes--- we are assured of an excellent quality of condensed and evaporated milk on the market today!

ANNOUNCEMENT: That concludes our visit with the Veteran Inspector, a radio representative of the U.S. Department of Agriculture at Station_____, today. He's going to be on hand again next Monday with a talk on livestock feeds. Meanwhile, write him in care of this Station if you want a copy of SERVICE AND REGULATORY ANNOUNCEMENTS, FOOD AND DRUG NUMBER 2, which contains Federal standards and regulations for butter, cheese, and condensed and evaporated milk. If you'd rather you can send direct to the Department of Agriculture, Washington, D.C., for the circular.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE Monday, December ~~23, 1939.~~

NOT FOR PUBLICATION

Speaking time: 10 minutes.

ANNOUNCEMENT: The Veteran Inspector has a talk of interest mainly to farmers and stockmen today. Stock feeds--- that's his subject. And, as usual, he will take us to the factories and the markets in order to show us how Uncle Sam regulates the manufacture and the traffic in such feeds for the benefit of the buyer and consumer. The Veteran Inspector, a radio representative of the United States Department of Agriculture at Station_____, gives one of these UNCLE SAM AT YOUR SERVICE talks each Monday and here he is with the information for today.

--ooOoo--

Speaking of the benefit to the consumer, how about the farmer who fed his mules excelsior and then fitted them with green glasses at feeding time so the mules would think they were eating grass?

That's no way to treat mules, but it's no worse than the method another farmer I knew followed. He fed sawdust to his horses. As you'd expect, he soon found that the horses weren't turning out all the work he figured they should. So he began to mix bran with the sawdust---

"And do you know," he confided to a neighbor over the line fence, "the more bran I mix with that sawdust, the better feed it becomes."

The neighbor said that he wouldn't be surprised.

Both stories illustrate ways to cheat farm livestock. And, before I start to tell you how some stock-feed manufacturers cheat farmers, I'd like to add that it doesn't pay to cheat farm livestock. Particularly if the stock is furnishing a good share of the family income.

A frustrated attempt to cheat STOCK RAISERS is illustrated by a story one of my inspector friends tells me. In the course of his regular routine of feed-factory inspection, he found a manufacturer who was indulging in questionable practices, to say the least. My friend noted that, although all of the horse and dairy feeds were being packed in bags labeled 100 POUNDS NET, only from 97 to 98 pounds of feed were going into the bags. And the poultry feeds, although labeled as containing BARLEY, did not contain any full barley grains, but were filled, instead, with BARLEY SKIMMINGS which are the light grains and hulls obtained in cleaning barley. Cheap fillers were being substituted for the higher priced grains in many other products manufactured in this factory. But the higher priced grains were mentioned on the labels that went on the sacks.

Upon securing this information, the inspectors of the Food, Drug, and Insecticide Administration throughout the territory where the firm's mixed feeds were distributed, were notified to collect samples and submit them to the Government laboratories for examination. Some 30 samples were collected from different interstate shipments. Analysis showed that these samples were not only short weight, misbranded as to ingredients, but that the guaranteed analysis of the feeds was not true. The percentage of protein actually present in the feed ran from 2 to 5 per cent less than was declared on the label. The Government seized a large number of these consignments--- the thing went to court--- and the firm went out of business.

The stock-raising business uses enormous quantities of mixed and proprietary feeds every year. Naturally, the farmers and stockmen who buy these feeds are keenly interested in what they're paying money for. Practically all feeds bear labels showing, among other things, the percentage of protein and a list of the ingredients in the feed. A feed which is high in protein and made from whole grains is obviously more expensive than one low in protein and containing less valuable by-products, such as oat hulls, for example. As statements appearing on the label guide buyers in purchasing feed for their stock, it's mighty important that these statements be true. While most manufacturers would honestly market their goods regardless of legal restrictions, there are always some who would not. It's against this dishonest class that farmers need protection. The food and drugs act furnishes this protection.

The stock-feed-manufacturing industry comes under the head of big business. Many thousand different mixed and proprietary stock feeds are made in this country. The industry is centered in Memphis, Tennessee--- Chicago--- Cedar Rapids, Iowa--- St. Louis--- Omaha--- Buffalo--- Kansas City, and in other cities located conveniently to the farming industry. The heaviest trading is in BRAN, COTTONSEED MEAL, LINSEED MEAL, ALFALFA MEAL, TANKAGE, MEAT AND FISH MEAL, and the various kinds of MIXED FEEDS. Needless to say, a business of this size proves attractive to men who would just as soon sell FISH MEAL adulterated with COCOANUT MEAL or SAND; or TANKAGE adulterated with ALBA BLOOD--- if they could get away with it. Take two popular feeds, for example. STANDARD MIDDLINGS, which contains little floury material, is a very good cow feed. GRAY SHORTS, which contains more of the floury material, is a popular hog feed. Now, when the market is right, some mills have mixed standard middlings with low-grade flour and sold the mixture as GRAY SHORTS. That practice is in violation of the food and drugs act. Other mills have ground bran, added screenings or low-grade flour, and sold the whole as gray shorts. While such an adulteration would naturally occur only when the market prices favor such adulteration, it is clearly in violation of the food and drugs act which aims to protect the farmer or stock-feeder. At times, even GROUND LIMESTONE has been added to a feed to make it look like gray shorts. That's a case of cheating both the farmer and his livestock.

What the experts call the PROTEIN CONTENT of a feed has a lot to do with the value of that feed. Protein is a food element needed as much by cows as man and manufacturers of stock feeds have a good selling point in being able to advertise their feeds as having a high PROTEIN CONTENT. One of the duties of Federal pure foods inspectors, so far as stock feeds are concerned, is to check up on the protein content of a feed and see that it

is as stated on the sack or the package. A protein expert in the Food, Drug, and Insecticide Administration of the Department of Agriculture tells me that the test for protein in a feed is accurate. Consequently, when a manufacturer labels his COTTONSEED or LINSEED MEAL as containing a certain quantity of protein, his feeds are expected to live up to the claim. Informal visits by Federal inspectors--- analyses of the feeds in question in Government laboratories--- and a possible court case serve as lessons to teach violators of the food and drugs act that their violation is not applauded by honest manufacturers, the public, nor the Government.

This matter of PROTEIN CONTENT in stock feeds is so important that I want to tell another story. Just before the 1928 grinding season, the Department of Agriculture issued a warning to more than 400 mills in the territory of the Food, Drug, and Insecticide Administration's Central District. This warning had a very good effect. When some of these mills were visited by inspectors, it was found that the cottonseed meal being ground was satisfactory so far as protein content was concerned. However, during the milling season, they collected many samples of cottonseed meal, analyzed them, and seized 8 shipments, totaling 2236 sacks, because they were either low in protein or short weight. The Federal Law requires that a sack of feed be labeled with its CORRECT NET WEIGHT. Most of the States have excellent laws designed to protect the buyer of stock feeds and requiring that sacks of feed be labeled with a statement of the ingredients. And right here is a tip for the buyer: READ THE LABEL and then buy accordingly.

I have here a 14-page written announcement of Government regulations pertaining to stock feeds. You might want a copy of this and if you do, write direct to the Food, Drug, and Insecticide Administration, U. S. Department of Agriculture, Washington, D. C., and ask for a copy of REPRINTS FROM SERVICE AND REGULATORY ANNOUNCEMENTS, on Feeds. If that's too long to remember, just ask for the printed matter dealing with stock feeds.

The Administration sums up the grains and stock feeds situation, so far as the food and drugs act is concerned, this way---

Surveys of grains and stock feeds by the Eastern, Central, and Western Districts during the 1928 project year brought to light few violations other than those usually found in the interstate traffic in these commodities. About the only out-of-the-ordinary things reported were the manufacture by two Georgia mills of meal from Johnson grass for sale as a substitute for alfalfa meal and the importation of more than 9 million pounds of GAPEOK or MANIHOT MEAL, used under the name of CASSAVA MEAL or TAPIOCA MEAL, for mixing with stock feeds and poultry feeds. During the year, numerous samples of cereal and miscellaneous feeds, including WHEAT, WHEAT MIDDLINGS, RICE BRAN, CORN MEAL, OAT AND PEA BY-PRODUCTS, POULTRY AND DAIRY FEEDS, and ROLLED BARLEY, were collected and examined. Some lots were found to be short in weight, adulterated, or labeled incorrectly. In such cases, the lots were seized or the shippers were required to make necessary corrections.

But, on the whole, careful inspection finds the country's supply of stock feeds and grains of good quality. It's the same story I have repeated over and over again--- the great majority of manufacturers are honestly giving an honest product. More than 22 years of effective operation of the pure food laws have raised the quality of our food products enormously. And that's true whether you buy a carload of cottonseed meal or a can of pork and beans.

--oOo--

ANNOUNCEMENT: You have just heard the Veteran Inspector's regular weekly UNCLE SAM AT YOUR SERVICE talk, broadcast by Station_____ in cooperation with the U. S. Department of Agriculture. Next Monday, he will tell you what the situation is in regard to so-called influenza "remedies".

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE Monday, December 30, 1929.

NOT FOR PUBLICATION

Speaking Time: 10½ minutes.

ANNOUNCEMENT: When is an influenze cure not a cure? Always--According to the universal experience of medical people. The Federal food and drugs officials take the stand that no medical cure is known for flu, grippe, and pneumonia. And today, the Veteran Inspector, who represents the Department of Agriculture at Station_____, is going to tell you why. He recalls two past flu epidemics in his story and mentions the lessons they have taught. And now here is the Veteran Inspector---

--ooOoo--

Influenza--- the nickname, FLU, sounding so much like a sneeze--- is a strange and mysterious disease. Some attacks are as mild as a light cold. Others leave the victim permanently weakened. Still others--- and there are quite a few of such attacks--- are fatal.

Look back to the War days. We had a serious influenze epidemic in those years. The disease swept this country and raged through the trenches in Europe. The terrified people--- knowing little of the cause, the nature, and the remedy for flu--- looked for any possible help. We closed the schools, the churches, the dancehalls. We wore muslin masks over our mouths and noses. We avoided crowds. We were afraid. After a few months, the epidemic passed over.... leaving its quota of the dead.

Many supposed cures for flu were advertised in those days. Meanwhile, the doctors and the scientists, went into their laboratories and their hospitals and began the long search for the thing that causes this treacherous malady. But to this day--- according to most reputable doctors and scientists--- the cause of influenza remains unknown.

And the concensus of present-day reliable medical opinion is that NO COMPETENT DRUG TREATMENT EXISTS FOR INFLUENZA OR GRIPPE. The diseases are the same.

Epidemics often repeat themselves. History teaches that, as well as other things. And there was a more or less severe epidemic of flu in the winter of 1928-29. Apparently, this started in the West and it's possible to map its movement eastward by the rising and falling curve of so-called flu-cure sales in drugstores. The public had had its scare in the War years and was willing to try anything once. But, immediately upon the appearance of the disease, there began to appear emblazoned in the street cars, over the radio, on bill boards, in the newspapers, advertisements promising that

if this or that product were taken, or rubbed, or smelled, or inhaled, both flu-immunity for the well and cure for the sick would be produced. The advertisers, laying their plans to cash-in on this national calamity, were not all new operators in the field of patent-medicine manufacture. But some of them worked out and prepared their so-called preventatives or cures over-night so as to be in on the easy money waiting to be collected from a badly frightened public.

As soon as this situation developed, the Food, Drug, and Insecticide Administration issued an announcement to the public advising them that there are no known drugs or combinations of drugs which, OF THEMSELVES, will prevent or cure influenza. The announcement went on to say that any claims of PREVENTIVE or CURATIVE effects for flu on the labels of these preparations would be considered to constitute a violation of the Federal Food and Drugs Act and would be dealt with accordingly. The Administration backed this announcement up with hard work and put every available inspector in the field with instructions to take samples of every preparation for laboratory analysis by Federal experts. This was a big job for, in the Eastern District of the United States alone, nearly 500 different preparations which were either advertised for or labeled for La Grippe or flu, were found. Three hundred and ninety five of these were found TO BE FRAUDULENT, AND SHIPMENTS OF THESE WERE SEIZED. The Government considered the sale of these fraudulently-labeled products as a great imposition on the public and a crime under the Food & Drugs Act.

During the course of the investigations, Federal men found a certain daily paper in an Eastern city that was carrying on a high-tension campaign in order to get all the money possible out of the calamity. This paper had addressed a form letter to a manufacturer of an influenza remedy suggesting that it would pay the manufacturer to advertise his remedy in that paper. The paper enclosed clippings of other advertisements showing that there was apparently no limit to the statement which would be accepted. The paper did not ask the manufacturer for information or evidence or even a statement to show that its product was valuable for flu or that it would do what might be claimed for it. Instead, the latter said to the manufacturer-

"FLUE IS THE WORD UPON PRACTICALLY EVERY TONGUE IN THIS SECTION THESE DAYS.... SINCE YOUR PRODUCT IS ONE WHICH CAN BE USED IN CONNECTION WITH THIS DISEASE, WE ARE ENCLOSING SOME CLIPPINGS TO GIVE YOU A DEFINITE IDEA OF WHAT YOUR COMPETITORS ARE DOING IN AN ADVERTISING WAY TO TAKE ADVANTAGE OF THE OPPORTUNITY TO MAKE SALES. PLENTY OF BUSINESS AT THE PRESENT TIME WHILE THE EPIDEMIC CONTINUES. WE SUGGEST THAT YOU ACT ON THIS MATTER AT ONCE SO AS TO BE ABLE TO CASH IN ON EVERY POSSIBLE MOMENT. JUST YESTERDAY, OUR LOCAL HEALTH DIRECTOR PUBLISHED A STATEMENT OF DEATHS OF THE LAST WEEK IN WHICH HE STATED THAT 33 DEATHS WERE CAUSED BY FLU AND PNEUMONIA. EVERY DAY WE ARE RUNNING AN ARTICLE SIMILAR TO THE ATTACHED BECAUSE WE FEEL THE SITUATION SERIOUS ENOUGH TO WARRANT DEVOTING THIS SPACE TO IT. YOU KNOW WHITE SPACE MEANS MONEY TO US JUST AS IT DOES TO YOU AND WE CAN'T AFFORD TO WASTE IT."

In other words, the advertiser would buy ADVERTISING space in the paper. The NEWSPAPER would scare the public with news articles. The public would

see the patent-medicine advertisements, buy the preparations, and this would mean money to the ADVERTISER. He could then buy more space to justify again scaring the public into giving money to make it possible for both newspaper and manufacturer to continue the vicious circle.

Well, that letter was an opening gun in the battle the Government then and there waged against manufacturers of flu and Grippe preparations which the Food, Drug, and Insecticide Administration believed falsely or fraudulently labeled. THE CONCENSUS OF PRESENT-DAY RELIABLE MEDICAL OPINION IS THAT NO COMPETENT DRUG TREATMENT EXISTS FOR INFLUENZA, GRIPPE, OR PNEUMONIA. Physicians who have had wide experience in treating those diseases believe that the best method of preventing or curing influenza combines ISOLATION, REST, SLEEP, GOOD FOOD AND PROPER VENTILATION. But in the months that passed after the 1929 campaign started, reports on some 1000 PREPARATIONS SOLD AS CURES OR PREVENTIVES of flu, grippe, or pneumonia, were sent to the Drug Control office. The majority of these were found to be falsely labeled. The public is usually pretty gullible where its health is concerned and food and drugs officials considered that the Government owed the public some protection from makers and advertisers of preparations that were found to be clearly mislabeled. The high death rate in the last flu epidemic made this conviction all the stronger.

Now we inspectors were not instructed to look with suspicion on drugs and preparations that had known value, that made honest claims for something they could really do. But in this campaign we are speaking of, the plan was to seize without warning preparations so OBVIOUSLY AND DANGEROUSLY misbranded as to leave no room for argument and to warn manufacturers to make their labels honestly of a type to meet the requirements of the Federal food and drugs law. A product is considered subject to seizure when it is prominently labeled, on bottle, box, or carton, as being a COMPETENT TREATMENT for grippe, influenza, or pneumonia. The Administration sent warning letters to manufacturers of preparations whose labels only incidentally carried the names: influenza, grippe, or pneumonia. The others were seized without warning.

Mislabeling isn't the only type of deceit practiced in connection with the sale of so-called cures and preventives of flu, grippe, and pneumonia. Another rather common type of deceit is the false advertising in newspapers and magazines. The labels of many preparations are often in perfect compliance with the law. These labels make no claim to curative or preventive value that could not be reasonably expected of the preparations they advertise. But the newspaper and magazine advertisements! That's something else again. Some of the advertisements for preparations whose LABELS are as modest as tiny white daisies in a meadow, look like a sky sign. Some of these ads are spread over whole pages in newspapers, magazines, trade journals--- spoken of before the microphone--- and they often are just about as modest as a gangster's diamond ring. Many of these advertisements don't hesitate to declare without qualification that the products in question can cure flu, grippe, pneumonia, and nearly everything else mentioned in the medical books. This kind of misrepresentation cannot be reached under any provisions of the Federal Food and Drugs Act--- as it now stands---

And, just to show you that a good many people are in sympathy with the food and drugs officials, I close by quoting from a letter which an Eastern publisher wrote to the man who is in charge of the Food, Drug, and Insecticide Administration. "We had cleaned out our columns of questionable medical advertisements many years previous," the publisher writes, "but we are continually turning down business. Proprietary medicine manufacturers have been notified about our stand...." Many other ethical publishers have taken a similar stand.

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ANNOUNCEMENT: This is Station_____. You have just heard the Veteran Inspector, who brings to this Station's audience each Monday, a story of what the U. S. Department of Agriculture is doing to protect the public against impure, adulterated, misbranded, or dishonestly sold foods and drugs. Next Monday, in his UNCLE SAM AT YOUR SERVICE talk, he will consider food fads and health claims for foods.